



Date: 1 March, 2019  
Reference: RFP 2019/S/005

## Request for proposals (RFP 2019/S/005)

### Services for Creation of Replenishment Communications Campaign

#### 1. Background

- 1.1 The Green Climate Fund (GCF or the Fund) was established with the purpose of making a significant and ambitious contribution to the global efforts towards attaining the goals set by the international community to combat climate change. In the context of sustainable development, the Fund will promote a paradigm shift towards low-emission and climate-resilient development pathways by providing support to developing countries to limit or reduce their greenhouse gas emissions and to adapt to the impacts of climate change. The Fund's headquarters are located in Songdo, Incheon City, Republic of Korea.
- 1.2 The GCF was designated as an operating entity of the financial mechanism of the United Nations Framework Convention on Climate Change ("UNFCCC"). It is governed and supervised by a Board that has responsibility for funding decisions pursuant to the Governing Instrument for the Green Climate Fund. It is supported by an independent Secretariat, accountable to the Board, having management capabilities to execute day-to-day operations of the GCF, providing administrative, legal and financial expertise.

#### 2. Invitation

- 2.1 Through this request for proposals ("RFP"), the GCF is seeking to contract a qualified, reputable and experienced Firm for provision of **Services for Creation of Replenishment Communications Campaign**. The terms of reference included in Annex 1 provides the details of the sought services and expected deliverables.
- 2.2 Proposals must be submitted to the Secretariat no later than **Monday 25 March 2019 at 5.00 pm** Korean Standard time.
- 2.2 The RFP includes the following annexes:

Annex 1	Terms of Reference
Annex 2	Requirement for Firm's Proposals
Annex 3	Evaluation Criteria
Annex 4	Company Profile Form
Annex 5	Acknowledgement Letter
Annex 6	Timeline
Annex 7	Model Contract
- 2.3 The terms set forth in this RFP, including all the annexes listed above, will form part of any contract, should the Secretariat accept your proposal. Any such contract will require compliance with all factual statements and representations made in the proposal, subject to any modifications agreed to by the Secretariat in the context of any negotiations entered into.
- 2.4 The GCF may, at its discretion, cancel the requirement in part or in whole. It also reserves the right to accept or reject any proposal and to annul the selection process and reject all proposals at any time prior to selection, without thereby incurring any liability to proposers/firms.
- 2.5 Proposers may withdraw the proposal after submission provided that written notice of withdrawal is received by the GCF prior to the deadline prescribed for submission of proposals. No proposal may be modified subsequent to the deadline for submission of proposals. No proposal may be withdrawn in the



interval between the deadline for submission of proposals and the expiration of the period of proposal validity.

- 2.6 All proposals shall remain valid and open for acceptance for a period of 90 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected. In exceptional circumstances, the GCF may solicit the proposer's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing.
- 2.7 Effective with the release of this solicitation, all communications must be directed only to Procurement Specialist by email at [procurement@gcfund.org](mailto:procurement@gcfund.org). Proposers must not communicate with any other personnel of the GCF regarding this RFP.
- 2.8 This RFP is issued under the GCF Administrative Procurement Guidelines on Procurement. Information regarding the guidelines can be found at:  
[http://www.greenclimate.fund/documents/20182/574763/GCF\\_policy\\_-\\_Administrative\\_Guidelines\\_on\\_Procurement.pdf/b767d68e-f8b7-46d1-a18c-b6541f3dc010](http://www.greenclimate.fund/documents/20182/574763/GCF_policy_-_Administrative_Guidelines_on_Procurement.pdf/b767d68e-f8b7-46d1-a18c-b6541f3dc010)

### 3. Request for Clarification of RFP Documents

- 3.1 A prospective proposer requiring any clarification of the solicitation documents may notify the GCF in writing at the GCF mailing or to the email address [procurement@gcfund.org](mailto:procurement@gcfund.org) by the specified date and time mentioned in Annex 6. The GCF will respond in writing to any request for clarification of the solicitation documents that it receives by the due date published on Annex 6. Written copies of the GCF response (including an explanation of the query but without identifying the source of inquiry) will be posted on the GCF website. They will also be sent to all prospective proposers that have received the solicitation documents.

### 4. Amendments to RFP Documents

- 4.1 At any time prior to the deadline for submission of proposals, the GCF may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective proposer, modify the RFP documents by amendment. All prospective proposers that have received the RFP documents will be notified in writing of all amendments to the RFP documents. The amendments will also be posted on the GCF website
- 4.2 In order to allow prospective proposers reasonable time in which to take the amendment into account in preparing their proposals, the GCF may, at its sole discretion, extend the deadline for the submission of proposal.

### 5. Language of Proposals

- 5.1 The proposals prepared by the proposer and all correspondence and documents relating to the proposal exchanged by the proposer and the GCF, shall be written in English. Supporting documents and printed literature furnished by the proposer may be in another language provided they are accompanied by an appropriate translation of all relevant passages in English. In any such case, for interpretation of the proposal, the translation shall prevail. The sole responsibility for translation and the accuracy thereof shall be the responsibility of the proposer.

### 6. Submission of Proposals

- 6.1 **Format and form of submission of proposals:** Bidders are requested to send a proposal preferably<sup>1</sup> through the GCF Supplier portal at <https://gcf.supplier.ariba.com> (a supplier manual can be found on the

---

<sup>1</sup> Suppliers shall note that GCF will be phasing out e-mail submission in the near future, therefore suppliers are encouraged to register and submit their Bid/Proposal through the GCF Supplier portal (SAP Ariba).



GCF website <https://www.greenclimate.fund/who-we-are/procurement> as an attachment under this RFP) **or** via email to [procurement@gcfund.org](mailto:procurement@gcfund.org).

**i) Submission through the Supplier Portal (SAP Ariba)**

1. Open <https://gcf.supplier.ariba.com/>
2. Click Register Now
3. Fill in Company Information, Fill in User account information and details under ‘Tell us more about your business’
4. Check ‘I have read and agree to the Terms of Use and ‘I have read and agree to the SAP Ariba Privacy Statement’ then click ‘Register’
5. Check your email and click the activation link.
6. Fill in additional information required, click Save and Close.
7. Your company information will be submitted to GCF and will be reviewed and approved. Once you register, please send an email to [procurement@gcfund.org](mailto:procurement@gcfund.org) with the RFP number and title as the email reference and confirm that you are interested in submitting a bid. You will then be invited to participate in the RFP. You will receive the RFP event notification email from the Green Climate Fund with a link to access the RFP. This link can be used only once. If you require to access the portal after you have activated the link, you can log in on <https://gcf.supplier.ariba.com> with your user name and password.
8. Review Prerequisites and Click ‘I accept the terms of this agreement’
9. Open the Technical Section of the RFP section and download the RFP document and technical proposal submission forms
10. Open the Financial Section of the RFP and download the financial bid submission forms
11. When ready to submit your bid, upload the technical bid under the TECHNICAL section and the financial bid under the FINANCIAL section. Please do not enter or upload any financial information under the TECHNICAL section.
12. Click ‘Submit Entire Response’ to submit bid.

*(For detailed instructions on how to access and submit a bid, see the supplier manual)*

**ii) Submission via email**

Two separate files (technical and financial bids) should be attached to the email as below.

The Technical file should be named as follows:

**RFP 2019S005 – TECHNICAL PROPOSAL - (name of proposer)**

The financial file should be named as follows:

**RFP 2019S005 – FINANCIAL PROPOSAL - (name of proposer).**

The subject line of the email should be as follows:

**RFP/2019/S/005 – Services for Creation of Replenishment Communications Campaign (name of proposer).**

The Financial Proposal MUST be password protected. The authorized procurement officer will contact the bidders that pass the qualifying technical score for the password to open the Financial Proposal. Financial Proposals that are submitted without password protection shall be rejected for non-compliance.

- 6.2 All prospective proposers are kindly requested to return the completed Acknowledgement Letter of RFP receipt (Annex 5) by the date indicated in Annex 6, duly signed by an authorized representative, via email, advising whether it intends to submit a proposal by the designated closing date/time. Please also notify the Procurement Specialist immediately if any part of this RFP is missing and/or illegible.



## **7. Late proposals**

- 7.1 Any proposals received by the GCF after the deadline for submission of proposals prescribed in Annex 6 of this document may be rejected.

## **8. Opening of Technical Proposals**

- 8.1 Technical Proposals will be opened on the date indicated in Annex 6. The purpose of this public opening is to record the names of proposers having submitted proposals by the due date and time. Only technical proposals will be opened at the public opening. The financial proposals will not be opened. Proposers submitting proposals are welcome to send one (1) representative, with proper authorization from their company, to observe the opening and recording of proposals received.

## **9. Opening of Financial Proposals**

- 9.1 GCF shall notify in writing those Proposers that have achieved the minimum qualifying technical score and inform them of the date, time and location for the opening of the Financial Proposals.

## **10. Corrupt, Fraudulent, Coercive, Collusive and other Prohibited Practices.**

- 10.1 The GCF requires that all GCF staff, proposers/bidders, suppliers, service providers and any other person or entity involved in GCF-related activities observe the highest standard of ethics during the procurement and execution of all contracts. The GCF may reject any proposal put forward by proposers, or where applicable, terminate their contract, if it is determined that they have engaged in corrupt, fraudulent, coercive, collusive or other prohibited practices.

## **11. Conflict of Interest**

- 11.1 In their proposal, proposers must (i) confirm that, based on their current best knowledge, there are no real or potential conflicts of interest involved in rendering Services for the GCF, and (ii) set out their policy on dealing with conflicts of interest should these arise.

## **12. Confidentiality**

- 12.1 Information relating to the evaluation of proposals and recommendations concerning selection of Firms will not be disclosed to Firms that submitted proposals.



## Annex1

### TERMS OF REFERENCE

## Creation of Replenishment Communications Campaign

### I. Introduction

The Green Climate Fund (GCF) is the world's largest dedicated climate finance facility. It was setup as part of the financial mechanism of the United Nations Framework Convention on Climate Change (UNFCCC), and serves the Paris Agreement. With a portfolio of 93 projects in 96 countries, representing an investment of \$4.6 billion, GCF is supporting the climate objectives of developing countries in relation to both mitigation and adaptation goals. In order to build upon its success to date, in October 2018 the GCF Board decided to launch its first replenishment process.

### II. Objectives

GCF is seeking a specialised firm ("the Firm") to provide support to the Secretariat in creating a communications campaign for GCF's first replenishment. The campaign will continue for the duration of 2019 and will seek to raise awareness about GCF's role and achievements to date, its use of contributions provided under the Initial Resource Mobilization, and its plans for building upon its success in future.

### III. Activities and Scope of work

In coordination with the Communications team within the Division of External Affairs (DEA), the Firm shall complete the deliverables outlined in Section 5 (Deliverables).

The scope of work includes:

- (i) development of a campaign concept and workplan;
- (ii) development of campaign branding (consistent with GCF's existing brand identity- <https://g.cf/branding>);
- (iii) creation of key messaging around GCF and importance of the replenishment in meeting the ambitions of the global community to shift to low carbon resilient development;a
- (iv) development of deliverables based upon this concept, branding and messaging, as specified within Section 5.

### IV. Access to information

The selected Firm will be provided access to all the necessary documents and information related to the Project and GCF operations.

### V. Deliverables

The selected Firm shall complete the deliverables outlined below:

#### 5.1 Message development and campaign planning

- a) The Firm shall create and manage a campaign concept and work plan aimed at communicating with potential contributors to the Fund, as well as with GCF's stakeholders;
- b) The concept will be principally aimed at communicating with UNFCCC parties who may identify as potential contributors, or supporters of GCF and will seek to communicate GCF's role,



achievements, and added value within the climate finance landscape in the context of the UNFCCC's goals and the aims of the Paris Agreement. In particular, the campaign will be key to promote the visibility of GCF through a compelling and creative approach that mobilises increased engagement on GCF.

## 5.2 Campaign branding

- a) The Firm shall develop campaign branding for the GCF replenishment, which will build upon and be aligned with GCF corporate branding;
- b) The branding shall be designed to be used in online, social media, print, video, and other formats as required.

## 5.3 Videos

A) The Firm shall create three (3) videos at different stages of the campaign, to promote GCF. Each video shall be produced in the following three (3) versions:

- a) a 2-3 minute version;
- b) a 1 minute, and
- c) a 30 second version,

These shall be based upon (1) stock footage, (2) video footage and photographs from GCF's project partners, (3) footage gathered by local video crews engaged by GCF, as well as (4) animation / graphics to be developed by the Firm together with GCF. The format and mix of source material shall be agreed with GCF based upon the Firm's recommendations.

The video production shall include the following elements:

- (i) pre-production of videos including development of storyboards, interview questions, scripts
- (ii) soundtrack selection, editing, voice-over, archiving, etc.
- (iii) editing and post-production support to edit footage from GCF Accredited Entities "AEs" (and any footage we source ourselves) into video products, including sound and voice-over

B) As part of this deliverable, the Firm shall provide GCF with the following:

- a) nine (9) rendered full high-definition videos encoded in H.264 or H.265 (full, 1 minute and 30 second versions of each of the 3 videos)
- b) a shorter edit of each of the videos appropriate for dissemination via social media channels as previews
- c) unrendered work files
- d) Subtitles in SRT format

## 5.4 Infographics and visualisations

The Firm shall devise and create infographics and visualisations based upon the agreed campaign concept and key messaging, to align with the promotional videos in Section 5.3. Visualisations / infographics shall be produced that are suitable to be used in online formats (web), for social media, and in presentations and hand-outs.

A minimum of 9 such infographics shall be produced, each comprising visualisations of replenishment messaging, data and impact stories relating to GCF.



## 5.5 Website

GCF has created a replenishment website, and the Firm shall work together with GCF's web team to develop a relaunched website that will mark the commencement of this phase of the replenishment campaign. This will require the development of new content, and a redesign to align with the branding of the replenishment campaign.

## 5.6 Digital toolkit

Based on the best practice, a digital toolkit shall be produced by the Firm to guide the deployment of communications according to the campaign concept and key messages. This toolkit shall ~~will~~ include artwork and materials for adaptation for digital campaigns, as well as templates for use by the GCF Secretariat, as well as templates for adaptation and use by third parties.

The toolkit shall also include guidelines created by the Firm on how the use of the messaging and tools relating to the campaign by third parties.

## VI. Intellectual Property Rights

GCF shall be entitled to all intellectual property, including but not limited to copyrights, patents and trademarks, with regard to products, documents or other materials which are produced under the Contract.

## VII. Required Qualifications of a firm

The Firm shall have/be:

- (i) Demonstrated experience and competency in undertaking the activities previously outlined in Section 3 and delivering products outlined in Section 5;
- (ii) Demonstrated experience of creating digital communications campaigns for public advocacy;
- (iii) At least 5 years of working experience, preferably with International Organisations (IOs) in similar areas;
- (iv) A team capable of managing multiple projects simultaneously and meeting tight deadlines;
- (v) English language fluency in spoken, written and understanding;
- (vi) Client oriented, flexible and able to respond to a variety of needs.

## VIII. Required Qualifications of a team

The team charged with the project shall have:

### Team leader

- At least five years of experience in managing communications campaigns for public advocacy;
- Demonstrated experience in managing a team working on global campaigns.

### Team members

- At least three years of experience in creating content for such campaigns.



## **IX. Reporting**

The Firm will report to the Head of Communications, within DEA.

## **X. Duration of assignment**

GCF envisages to establish a Contract which shall run from the date of signature until 31 December 2019.





## Annex 2

### Requirements for Firms' Proposals

#### Technical Proposal

The technical proposal will address all aspects of the Terms of Reference (TOR). The Technical Proposal shall have all the necessary details in response to the TOR and the proposer shall fill in the technical Forms (TECH Forms) which follow in this annex and which must be filled in accordingly.

To facilitate a faster evaluation and comparative analysis of the proposals, we recommend that the proposals be structured in the following manner:

- a. Technical Proposal Submission Form-*Form TECH-1*
- b. Company Profile Form (Annex 4)
- c. **Expertise of Firm/Organization** – Use *Form TECH-2*  
This section should provide details regarding:
  - a brief description, including ownership details, date and place of incorporation of the firm (provide copy of Company registration certificate), partnerships, qualifications and certificates, etc., management structure of the organization, organizational capability/resources, and relevant experience and expertise to provide the services;
  - a list/summary of previous relevant assignments/contracts.
- d. **Proposed Methodology/Work Plan and Approach** – Use *Form TECH-3*  
This section should demonstrate the proposer's services by specifying how the requirements shall be addressed, point by point; providing comments on the TOR including a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted if any; and demonstrating how the proposed methodology meets or exceeds the specifications.  
  
Workplan: in this part, you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and relevant delivery dates. The proposed work plan should be consistent with the methodology and approach.
- e. **Management Structure and Key Personnel** – Include *Form TECH-4*  
This section should include the comprehensive curriculum vitae (CVs) of key personnel (as described in Section 8 of the TOR) that will be assigned to support the implementation of the proposed methodology, clearly defining the roles and responsibilities vis-à-vis the proposed methodology. CVs should establish competence and demonstrate qualifications in areas relevant to the TOR. The CVs should be in the format prescribed in *Form TECH-5*.  
  
In complying with this section, the proposer assures and confirms to GCF that the personnel being nominated are available for the Contract on the dates proposed. If any of the key personnel later becomes unavailable, except for unavoidable reasons such as death or medical incapacity, GCF reserves the right to render the proposal nonresponsive. Any substitution of personnel arising from unavoidable reasons shall be made only with the approval of GCF.
- f. **Other documents/proofs** to serve as evidence requested *Form TECH-6*: i.e. sample videos.
- g. **Technical Compliance Form** – Complete *Form TECH-6*.
- h. **Other Information as may be relevant to the Proposal** - The Technical Proposal **shall not** include any financial information. A Technical Proposal containing any form of financial information that could lead to the determination of the price offer may be declared non-compliant.



**TECH Forms**  
**Form TECH-1: Technical Proposal Submission Form**

---

[Location, Date]

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide the services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial.

We are submitting our Proposal in association with: [Insert name of company if as an association]

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Paragraph Reference 2.6 of the RFP, we undertake to negotiate on the basis of the proposed staff, methodology and approach. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment .

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: \_\_\_\_\_

Name and Title of Signatory: \_\_

Name of Firm: .

Address: \_\_\_\_\_



**Form TECH-2: Firm's Expertise/Organization**

---

**A - Firm's Organization**

Provide here a brief (two pages) description of the background and organization of your firm/entity.



**B - Firm's Expertise/Experience**

Provide list/summary of relevant previous assignments.



**Form TECH-3: Description of Approach, Methodology and Work Plan for performing the services**

Provide information as described in Annex 2 (part d.) including comments on the TOR and a Work Plan.



**Form TECH-4: Management Structure and Key Personnel**

---

Provide information as described in Annex 2 (part e.). Include Table below and Form TECH-5.

**Personnel Team Composition and Task Assignments**

Personnel				
Category/Name of Staff	(Firm)	Area of Expertise	Position Assigned	Task Assigned



**Form TECH-5: Curriculum Vitae (CV) for Proposed Professional Staff**

---

1. **Proposed Position** [only one candidate shall be nominated for each position]: \_\_\_\_\_
2. **Name of Firm** [Insert name of firm proposing the staff]: \_\_\_\_\_  
\_\_\_\_\_
3. **Name of Staff** [Insert full name]: \_\_\_\_\_
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
5. **Education** [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]: \_\_\_\_\_  
\_\_\_\_\_
6. **Membership of Professional Associations:** \_\_\_\_\_  
\_\_\_\_\_
7. **Other Training** [Indicate significant training since degrees under 5 - Education were obtained]: \_\_\_\_\_  
\_\_\_\_\_
8. **Countries of Work Experience:** [List countries where staff has worked in the last ten years]: \_\_\_\_\_  
\_\_\_\_\_
9. **Languages** [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]: \_\_\_\_\_  
\_\_\_\_\_
10. **Employment Record** [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: \_\_\_\_\_ To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

<p><b>11. Detailed Tasks Assigned</b></p>       <p>[List all tasks to be performed under this assignment]</p>	<p><b>12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</b></p> <p>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]</p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Client: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities performed: _____</p>
--	---

**13. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_  
 [Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative: \_\_\_\_\_



**Form TECH-6: Technical Compliance Form**

*Note: Please fill in the below “Technical Proposal Form” as indicated and submit as part of the Technical Proposal.*

**MANDATORY CRITERIA (PASS/FAIL)**

No.	Requirements	Level	Compliant (Bidder to fill yes/no)	Documents to be submitted by Bidder	Bidder’s self-assessment on Compliance and/or Comments
1.	<p><b>Qualification of firm</b> Experience and competency in undertaking activities and delivering products specified in the Terms of Reference (TOR).</p> <ul style="list-style-type: none"> <li>Firm must have at least 5 years of working experience, preferably with International Organisations (IOs) in similar areas.</li> </ul> <p>Note: <i>Firms that can demonstrate more extensive experience and competency will be rated higher under the evaluation criteria</i></p>	<b>Mandatory</b>		<ul style="list-style-type: none"> <li>Company registration certificate</li> <li>List of previous assignments/contracts</li> <li>Contact details of previous engagements as references</li> </ul>	
2.	<p><b>Fluency in English</b> English language fluency in spoken, written and understanding</p>	<b>Mandatory</b>		<ul style="list-style-type: none"> <li>CVs of team members</li> </ul>	
3.	<p>Must be able to demonstrate <b>ability to develop and deliver multiple products concurrently</b>.</p> <ul style="list-style-type: none"> <li>Firms must provide at least one example of relevant project/activity.</li> </ul>	<b>Mandatory</b>		<ul style="list-style-type: none"> <li>List of previous assignments/contracts showing dates and time frames of completion</li> </ul>	

**EVALUATION CRITERIA**

No.	Requirements	Level	Documents to be submitted by Bidder	Bidder's self-assessment on Compliance and/or Comments
<b>1</b>	<b>Expertise of Firm / Organisation submitting Proposal in delivering similar products and activities</b>			
1.1	Previous experience with global communications campaign	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>List of previous assignments/contracts</li> <li>Contact details of previous engagements as references</li> </ul>	
<b>2</b>	<b>Message development and campaign planning</b>			
2.1	Creativity and relevance of message concept	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>Proposed methodology and approach</li> <li>Work Plan</li> </ul>	
2.2	Clarity and organization of campaign plan	<b>Evaluation Criteria</b>		
<b>3</b>	<b>Branding</b>			
3.1	Creativity of ideas and strength of approach	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>Proposed methodology and Approach</li> </ul>	
<b>4</b>	<b>Videos</b>			
4.1	Demonstrated experience and creativity of campaign videos	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>Sample videos (max. 6)</li> </ul>	
<b>5</b>	<b>Digital Media</b>			
5.1	Demonstrated experience and creativity of campaign digital media materials	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>Samples or described materials</li> </ul>	
<b>6</b>	<b>Personnel</b>			
6.1	Team leader	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>CV of team leader</li> </ul>	
6.2	Team members	<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>CVs of team members</li> </ul>	

## Financial Proposal

The Financial Proposal must provide a detailed cost breakdown and a payment schedule preferably linked to the Deliverables outlined in Section 5 of Annex 1.

The Financial Proposal Forms (FIN Forms) shall be used for the presentation of the Financial Proposal.

The Financial Proposal shall include, but shall not be limited to, the following information:

- a. Currency: All prices shall be defined in **USD, Euro or KRW**.
- b. Confirm that your Proposal is valid for minimum ninety (90) days from the RFP Closing date.
- c. Confirm that in the event of award, the unit prices for each Deliverable shall be valid for the duration of the Contract (i.e. until 31 December 2019).
- d. **Complete Form FIN-2 (Pricing Table):** Provide net of taxes, the firm fixed price for each Deliverable.

It is envisaged to establish a Contract from the date of signature until 31 December 2019.

Note: For Deliverables 5.3 (Videos) and 5.4 (Infographics and visualisation):

- Service request(s) by GCF shall be made through Work Order(s) issued by GCF.
- The quantities indicated in the Pricing Table for Items 5.3 and 5.4 are those envisaged in the Contract. However, GCF does not warrant that it will request/purchase any minimum quantity of these Items during the period of validity of the Contract.

- e. Payment Terms: GCF standard payment terms after acceptance of Contractor's invoice and acceptance by GCF of the completed services, be it through Work Order or not.
- f. All prices shall be net of taxes.
- g. However if Tenderer is subject to local taxes (such as value added or sales tax, social charges or income taxes on non-resident Foreign Personnel, duties, fees, levies) under the contract, all expected taxes shall be separately indicated in the financial component.



**FIN Forms**  
**Form FIN-1: Financial Proposal Submission Form**

---

[Location, Date]

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide the services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. This amount is exclusive of the local taxes.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Paragraph 2.6 of this RFP.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: \_\_\_\_\_  
Name and Title of Signatory: \_\_\_\_\_  
Name of Firm: \_\_\_\_\_  
Address: \_\_\_\_\_

**Form FIN-2: Pricing Table**

---

**Break down of Fees and expenses**

- Bidder may adapt the format of the table as required.
- Provide a firm fixed price for each Deliverable.
- Provide a detailed cost breakdown as appropriate.
- The **unit prices** shall be fixed and valid until 31 December 2019.

<b>Deliverable Ref.</b>	<b>Description of required Deliverable</b>	<b>Unit Cost (USD*)</b>	<b>Quantity</b>	<b>Total (USD)</b>
5.1	Message development and campaign planning <i>(provide breakdown indicating: Daily/Hourly rates and total Days/Hours involved)</i>		1	
5.2	Campaign branding <i>(provide breakdown indicating: Daily/Hourly rates and total Days/Hours involved)</i>		1	
5.3	Videos		3	
5.4	Infographics and visualisations		9	
5.5	Website		1	
5.6	Digital toolkit		1	
<b>TOTAL COST:</b>				

(\*): Indicate the currency as appropriate.

Note: No travel to GCF Headquarters is foreseen during the Contract. In the event that a travel is found necessary, this shall be separately agreed upon with GCF. Any agreed travel shall be subject to applicable guidelines in GCF and relevant costs will be managed accordingly. Airfare tickets shall be provided for Economy class only.

### Annex 3

#### Evaluation Criteria

##### A. Evaluation and Comparison of Proposals

1. The proposals will be evaluated in a three-stage procedure, starting with administrative compliance to ensure the proposals includes all necessary required documents and is duly signed by the authorized representative. Evaluation of the technical proposal will follow and will be completed prior to any financial proposal being opened and evaluated. The financial proposal will be considered only if the submissions fulfil the minimum technical requirements.

##### B. Acceptance of Submissions

2. All proposers are expected to adhere to the requirements for submitting a proposal. Any proposals that fail to comply will be disqualified from further consideration as part of this evaluation. In particular:
  - Full compliance with the formal requirements for submitting a proposal
  - Submission of all requested documentation
  - Acceptance of the GCF Model contract – Where the proposer notes issues, these must be raised as part of the technical proposal for consideration during evaluation.

##### C. Evaluation of Technical Proposal

3. A reviewing committee shall be established to evaluate each technical proposal. The technical evaluation shall include the three following steps:
  - (i) Mandatory Criteria (Pass/Fail): The below mandatory criteria shall be met:

<b>Mandatory Criteria</b>	
1.	<b>Experience and competency in undertaking activities and delivering products</b> specified in the Terms of Reference (TOR). <ul style="list-style-type: none"> <li>• Firm must have at least 5 years of working experience</li> </ul>
2.	<b>Fluency in English:</b> English language fluency in spoken, written and understanding.
3.	Must be able to demonstrate <b>ability to develop and deliver multiple products concurrently</b> . <ul style="list-style-type: none"> <li>• Firms must provide at least one example of relevant project/activity.</li> </ul>

- (ii) Evaluation Criteria (Scored Criteria):

The technical proposal is evaluated individually on the basis of its responsiveness to the technical requirements and will be assessed and scored according to the evaluation criteria below and as per scores in the table.

<b>Evaluation Criteria</b>			
		<b>Sub-score</b>	<b>Score</b>
<b>1</b>	<b>Expertise of Firm / Organisation submitting Proposal in delivering similar products and activities</b>		<b>20</b>
1.1	Previous experience with global communications campaigns	<b>20</b>	
<b>2</b>	<b>Message development and campaign planning</b>		<b>30</b>
2.1	Creativity and relevance of message concept	<b>15</b>	
2.2	Clarity and organization of campaign plan	<b>15</b>	

<b>3</b>	<b>Branding</b>		<b>10</b>
3.1	Creativity of ideas and strength of approach	<b>10</b>	
<b>4</b>	<b>Videos</b>		<b>10</b>
4.1	Demonstrated experience and creativity of campaign videos	<b>10</b>	
<b>5</b>	<b>Digital Media</b>		<b>10</b>
5.1	Demonstrated experience and creativity of campaign digital media materials	<b>10</b>	
<b>6</b>	<b>Personnel</b>		<b>20</b>
6.1	Team Leader	<b>10</b>	
6.2	Team members	<b>10</b>	
	<b>Total</b>		<b>100</b>

Technical proposals that score **at least 75 points** out of 100 will be considered as qualified for the next step. Any proposal less than that will be disqualified from proceeding to the next step and its financial proposal shall be returned unopened following the award of the contract.

(iii) Presentation Session

The top three proposers according to the outcome of the evaluation in steps (i) and (ii) will then be required to join a remote video conference with GCF to present their proposed creative and organizational approach towards the campaign. This will comprise a one-hour meeting, including a 20 minute presentation followed by a Question and Answer (Q&A) session.

During the video conference, the evaluation will focus upon (a) the creativity of the proposal, (b) branding ideas, (c) the campaign plan, and (d) the demonstrated ability and experience in delivering such campaigns.

Dates and timeslots for the presentation will be convened with the selected bidders. Any expenses engaged by Bidders in relation to such presentation shall be borne by the Bidders.

The final technical evaluation score will be made based upon the written proposal (40%) and the video conference (60%).

**D. Evaluation of Financial Proposal**

The financial proposal of the top three proposers which have attained the minimum score in the technical evaluation and made the video presentation will be evaluated subsequently. The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:

$Sf = 100 \times Fm / F$ , in which “Sf” is the financial score, “Fm” is the lowest price, and “F” is the price of the proposal under consideration.

**E. Consolidated evaluation**

The weights given to the Technical (T) and Financial (P) Proposals are:

T = 0.70, and P = 0.30

Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following:  $S = St \times T\% + Sf \times P\%$ .

The firm achieving the highest combined technical and financial score will be invited for contract negotiations.



**F. Award**

The Award will be made to the responsive proposer who achieves the highest combined technical and financial score, following negotiation of an acceptable contract. GCF reserves the right to conduct negotiations with the proposer regarding the contents of their offer. The award will be in effect only after acceptance by the selected proposer of the terms and conditions and the technical requirements.





**Annex 4**

**Company Profile Form**

Please respond to all questions.

**Company details - vendor's name**

<b>Name:</b>
--------------

**General Information**

Primary contact for sales/client services	
Address	
	Postal Code: Country:
Telephone:	Fax:
E-mail:	Web site:
Parent company, if any	
Subsidiaries, Associates, and/or Overseas Rep(s), if any	
Year established	
Registration Number	
Type of organization	Public enterprise ( ) Private company ( ) Organization sponsored (assisted by Government) ( ) Other (please specify): ..... ( )
Type of Business	Manufacturer ( ) Retailer ( ) Authorized Agent ( ) Consulting Company ( ) Other (please specify): ..... ( )
Summary of main business activities	
No. of employees (by location)	
Staff turnover rate	
In-house working language (s)	
Bank Name: Bank Address: Account Holder: Account Number: IBAN: SWIFT:	

**Prior experience with international organizations**

List contracts with international organizations in the last three years BRIEFLY list recent contracts that used relevant tools, technologies, and techniques: Attach additional sheets if necessary.
1
2
3



**Environmental Policy**

Does your company have a written statement of its environmental policy?	
YES ( ) Please attach copy	NO ( )

**Contract disputes**

List any disputes your company has been involved in over the last three years

**References**

List suitable reference projects and contacts. What options would there be for a site visit to a reference project and/or the vendor's site?
1
2
3

**Partners**

If this is a part bid, list relevant recent experience of working with partners. Are there already formal or informal preferred partnership agreements in place?
1
2
3

**Conflict of interest**

Are there any likely circumstances or contracts in place that may introduce a conflict of interest with the parties to this contract? If so, explain how this will be mitigated
1
2

**Certification**

I, the undersigned, confirm that the information provided in this annex is correct. In the event of changes, details will be provided.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Annex 5  
Acknowledgment Letter**

Dear Sir/Madam,

We, the undersigned, acknowledge receipt of your Request for Proposal (RFP) No. 2019/S/005 dated 1 March 2019, and hereby confirm that we:

INTEND                       DO NOT INTEND

to submit a proposal to the secretariat of the Green Climate Fund (GCF) by the deadline date of 18 February, 2019, and that we:

INTEND                       DO NOT INTEND

to send one (1) authorized representative to observe the public opening procedure on 19 February, 2019, 11.00 Hrs Korean Time.

We acknowledge that this RFP is confidential and proprietary to the secretariat, and contains privileged information. Upon request, we will return this RFP or any part thereof, and all copies thereof, to the secretariat.

Name of Authorized Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Name and Address of Vendor: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

If you do not intend to submit a proposal to the secretariat, please indicate the reason:

We do not have the capacity to submit a proposal at this time.

We cannot meet the requirements for this RFP.

We do not think we can make a competitive offer at this time.

Other (please specify): \_\_\_\_\_

Kindly return this acknowledgement letter immediately via e-mail to [procurement@gcfund.org](mailto:procurement@gcfund.org)

**NOTE: Due to current security arrangements, your authorized representative must present a completed copy of this letter in order to observe the public opening procedure.**

**Annex 6  
Timeline**

The Green Climate Fund will follow the timeline below for this RFP. Any changes to this timeline will be posted on the GCF website. Please note that these are target dates which may be adjusted.

	<b>Event</b>	<b>Responsible Party</b>	<b>Date (and time, KST*)</b>
1	Issuance of RFP	GCF	<b>1 March, 2019</b>
2	Last day to send completed Acknowledgement Letter of RFP receipt	Tenderer	18 March, 2019
3	Last date for requests for clarification of the RFP	Tenderer	15 March, 2019
4	Last date to reply to questions received/ Last date for amendment	GCF	19 March, 2019
5	Date by which proposal must be received in Korea by GCF	Tenderer	<b>25 March, 2019; 17:00 Hrs Korean Time</b>
6	Date of opening of Technical Proposals	GCF	26 March, 2019
7	Notice of successful provider	GCF	TBA
8	Contract signing	GCF/Tenderer	TBA
9	Work start	Tenderer	TBA

\* KST: Korean Standard Time (Seoul Time)



## **Annex 7**

### **GCF Model Contract**

By submitting a proposal to this RFP, Bidders are considered to have carefully reviewed the GCF Model Contract and be in agreement with all its terms and conditions. Where the bidder has specific issues of concern, those must be raised and indicated in the Technical proposal clearly for consideration during evaluation. Any request of amendments to GCF Model Contract and terms and conditions must be accompanied by detailed and compelling justification for review and consideration by GCF. It should be noted that request of amendments to GCF Model Contract and terms and conditions may negatively affect evaluation of the proposal and, in some cases, where such amendments are incompatible with GCF's binding policies and rules, may prejudice the final award.

**NB:** For this particular contract, the Performance Standards, Insurance, Performance Security and Deductions Clauses will not be applicable.

**NB: The Model Contract is attached as a separate document to the RFP.**