

REQUEST FOR PROPOSAL

Date: 8 February 2024

Reference: RFP 1/2024

Subject: Behavioural Science Support of UNSSC's Blue Line platform

1. The United Nations System Staff College (UNSSC) hereby solicits your proposal for the above subject, in accordance with this document and annexes attached hereto. Proposals must be submitted to the UNSSC before **26 February 2024 by close of business in Turin, Italy.**
2. This request for Proposal (RFP) consists of this document and the following annexes:
 - Annex A: Terms of Reference
 - Annex B: Terms and Conditions to Submit a Proposal
 - Annex C: Evaluation Criteria
3. Your proposal must include information in sufficient scope and detail to allow the Staff College to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily.
4. The UNSSC reserves the right to request from vendors additional information regarding their commercial activities, history and resources.
5. Your technical and financial proposal must be submitted via email to procurement@unssc.org. Non-compliant offers with the terms stated in this document and its annexes may be rejected without any evaluation.
6. Inquiries and clarifications concerning this RFP, along with changes or modifications to the proposals must be submitted before the deadline via email to procurement@unssc.org.
7. **Please note that the Staff College has VAT exemption status and can provide documentation for same. Hence, your pricing should take this status into account and be presented net of VAT.**

ANNEX A – Terms of Reference

Background and Context:

The United Nations System Staff College (UNSSC) is the United Nations institution for system-wide knowledge management, learning and training for the staff of the United Nations system.

The UNSSC is expected to play a pivotal role in contributing to UN reform, the development of a common culture based on effectiveness, expertise and continuous learning through the development, co-ordination and provision of cross-cutting learning programmes which impact on all agencies and staff.

In April 2020, UNSSC launched the Blue Line, a global learning hub open to all UN personnel for personalized and self-directed learning. The content and activities on the Blue Line are specifically tailored to the work of UN colleagues. By joining the Blue Line, UN personnel can:

1. Select from a growing number of curated online modules and learning paths and earn specialized badges and certificates.
2. Access a set of free online courses and tools on key topics developed in collaboration with other UN agencies.
3. Create a personal learning plan tailored to your own needs, interests and ambitions, and track your progress each step of the way.

Objectives:

The College is seeking proposals from qualified vendors to support our behavioural science exercise. The selected vendor will support UNSSC team in the analysis of learning behaviours and design of a behavioural change framework.

The selected vendor will be tasked with the following objectives:

1. Analyse current learning behaviours through the lenses of behavioural science. Insights coming from the initial research will serve as a foundation for the identification and evaluation of key drivers of behaviours affecting individuals' learning and actions. At the end of the research work the vendor will produce a report detailing findings, insights and opportunities as well as results and working documents generated output of the research.
2. Development of a behavioural change framework and an action plan for implementation. This exercise will lead to the identification of behavioural insights and the selection of behavioural science strategies to be used for implementation.

Deliverables:

The selected vendor is expected to provide the following deliverables:

- A report outlining current learning behaviours and measuring the engagement of participants to the Blue Line platform including the methodology to gather and analyse relevant data;
- A report describing the proposed intervention and rationale for the behavioural change framework, including an implementation plan and subsequent steps.

Performance indicators:

1. The initial research indicates current learning behaviours and measure participant engagement metrics (later to implemented in the design of a behavioural change framework).
2. The existing content consumption rate has been reviewed to assess how participants progress through learning activities.
3. Feedback from participants has been collected through mixed methodologies to gather insights on psychological,

social, and environmental factors impacting the learning experience.

4. The implementation of the behavioural change framework is designed around identified learning behaviours, includes possible different strategies and how to implement them in the Blue Line platform.

ANNEX B – Terms and conditions to submit a proposal

Submission of Proposals

Proposals must be submitted in English and shall be expressed in the form described in the table below:

PRE-REQUISITE	<ol style="list-style-type: none">1. Please provide company profile, clearly identifying the experiences that demonstrate expertise in the subject of this RFP.2. Please provide a certificate of incorporation.
TECHNICAL PROPOSAL	<ol style="list-style-type: none">1. Proposed solution to the scope of this RFP;2. Description of the timeline, and recommendations for successful implementation;3. Description of the methodology to gather participants' data;4. Description of the behavioural science approaches and theory of change applicable to this project;5. Description of similar projects delivered to other clients, if possible, include results of the intervention;6. Include reference letters (max 3) of previous similar work.
Financial Proposal	Specify the total cost for the performance of the services under this request for proposal.

Proposers must provide all information required under this RFP and clearly and concisely respond to all points set out in this RFP. Any proposal which does not fully and comprehensively address this RFP may be rejected. However, unnecessarily elaborate brochures and other presentations beyond those sufficient to present complete and effective proposals, are not encouraged.

Following submission of the proposals and final evaluation, the Staff College will have the right to retain unsuccessful proposals. It is the proposer's responsibility to identify any information of a confidential or proprietary nature contained in its proposal, so that it may be handled accordingly.

NO COMMITMENT

This RFP does not commit the UNSSC to consider any proposal, to award a contract, or to pay any costs incurred in the preparation or submission of proposals, or any costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods.

The UNSSC reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the proposers or other firms in any manner deemed to be in the best interest of the Organization.

This RFP contains no contractual proposal or offer of any kind; any proposal submitted will be regarded as an offer by the proposer and not as an acceptance by the proposer of any proposal or offer by the UNSSC. No contractual

relationship will exist except pursuant to a written contract document signed by the authorized official of the Staff College and by an authorized officer of the successful proposer(s).

REJECTION OF PROPOSALS

The UNSSC reserves the right to reject any proposals that, inter alia:

- i. are received after the deadline stipulated in the RFP;
- ii. are not properly marked or addressed as required in the RFP;
- iii. contain an alternate proposal; or
- iv. are not otherwise in compliance with the RFP.

ETHICAL STANDARDS

All UN vendors shall adhere to the highest ethical standards, both during the procurement process and throughout the performance of a contract.

CONTRACT

The UNSSC shall enter into an agreement with the highest scoring proposer in accordance with Annex C on a non-exclusive basis.

The award of the contract pursuant to the terms stated in this proposal, including its annexes, is subject to the United Nations General Conditions of Contracts (UNGCC). The applicable text of the UNGCC is available at the following address:

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachme nt/page/pdf/general_condition_services.pdf

Full acceptance of the UNGCC is a mandatory requirement for the award of the contract(s), non-acceptance of the UNGCC may result in the rejection of the proposal.

ANNEX C - Evaluation Criteria

The proposals shall be evaluated in accordance with the criteria indicated in the table below.

PRE-REQUISITES	<ul style="list-style-type: none"> Valid certificate of incorporation Full English proficiency Minimum 5 years of experience in behavioural science and service design. Expertise in the development and implementation of behavioural change initiatives. Strong experience in service design to ensure that the behavioural change initiative is user-centric, contextually relevant, and effective in promoting sustained behaviour change. 	
TECHNICAL PROPOSAL	Criterion 1: <ul style="list-style-type: none"> Proposed approach to the initial research work. 	Max Score 20 points
	Criterion B: <ul style="list-style-type: none"> Alignment with UNSSC's Mission and Value: Measure the degree to which the proposed strategy aligns with the company's values, mission, and brand. Depth and coverage of the behavioural change framework. Originality and creativity of the proposed behavioural change approach. 	Max score 20 points
	Criterion C: Evaluation of previous projects with other clients on the basis of approach, solutions, and results	Max 20 points
FINANCIAL PROPOSAL	Indicate the total cost for the performance of the services under this RFP	Max 40 points

A two-stage procedure is utilized in evaluating the submissions, with evaluation of the technical components being completed prior to any price proposals

being opened and compared. The price proposal will be opened only for submissions that passed the minimum technical score of 70% (42 points) of the obtainable score of 60 points in the evaluation of the technical component.

Maximum 40 points will be given to the lowest offer and the other financial proposals will receive points inversely proportional to their financial offers. i.e. $S_f = 30 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the submission under consideration. The weight of the technical proposal is 60% and the weight of the financial proposal is 40%.