



REQUEST FOR PROPOSAL

RFP_2021_03

Subject: Email Marketing Tool for eLearning – Drip Campaign

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 16 May 2021 at 23:59 (UTC + 2)**.
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 UNSSC to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily.
4. 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 performing any evaluation.
5. 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.
6. **Please note that the UNSSC has VAT exemption status in some jurisdictions and can provide documentation for the same. Please do not include VAT in your financial proposal.**



ANNEX A – Terms of Reference

Background:

The United Nations System Staff College (hereinafter ‘UNSSC’) was created by the General Assembly to serve as a distinct, system-wide knowledge-management and learning institution. The mission of the UNSSC is to contribute to a more effective, results-oriented and agile United Nations through learning, training and knowledge dissemination. To this end, the UNSSC designs learning and knowledge sharing initiatives, delivers courses and develops tools and services to assist UN organizations and their staff strengthen their capability to achieve the 2030 Agenda and other international agreements.

The goal of the UNSSC is to provide strategic leadership, strengthen interagency collaboration, increase operational effectiveness, encourage cooperation with stakeholders, and develop a more cohesive management culture within the UN System.

The **Knowledge Centre for Leadership and Management (KCLM)** is an integral part of the United Nations System Staff College. KCLM is composed by a multidisciplinary team of highly committed learning and change management professionals seeking to enable UN organizations to define and embrace a new management and leadership culture. To achieve this KCLM pursues strategic partnerships and provides UN staff with unique knowledge pieces, advisory services, and world-class blended learning opportunities in core professional competencies, management, leadership, organizational development, and innovation skills aligned with and building on the UN System Leadership Framework approved by the UN System Chief Executives Board (CEB) for Coordination.

Project Goals:

- **Development and implementation of an email marketing tool (drip marketing automation) to increase learner engagement.**

Deliverables:

Under the supervision of the UNSSC Learning Portfolio Managers, the selected vendor will deliver the following:

- Design of drip learning campaign tool to be integrated in UNSSC’s Moodle-based Learning Management System (LMS);
- Design of a drip-feeding architecture;
- Design, create and revise – if needed - a campaign strategy as well as a set of custom campaign assets aligned with the UNSSC’s goals and vision. The campaign strategy includes but may not be limited to: banner ads, branded templates to be used for email marketing.

Timeframe

The selected Vendor is expected to complete the project in June 2021. The timeline is indicative and can be modified with the written consent of the UNSSC.

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:

| | |
|--|---|
| 1. DULY COMPLETED, UPDATED AND SIGNED CV / P11 or COMPANY PROFILE | <p><u>For individual consultants:</u> please provide a comprehensive CV or a P11 form The P11 form can be found at (http://www.unssc.org/sites/unssc.org/files/p11un.doc)</p> <p><u>For companies:</u> please provide company profile</p> |
| 2. TECHNICAL PROPOSAL | <p>Submit or provide a link to your professional portfolio, demonstrating advanced skills and competence in marketing for learning products. Your portfolio must include at least 5 samples of relevant previous work. The examples should:</p> <ul style="list-style-type: none"> • show ability to use drip campaign tools; • demonstrate creativity, and; • give an overview marketing design and approach used for the development. <p>If applicable, please list the key staff that will be involved in the design and development for the UNSSC.</p> <p>Please provide at least three references in support of the quality of your work.</p> |
| 3. FINANCIAL PROPOSAL | <p>Please provide your daily fee expressed in <u>EURO</u> as a lump sum in accordance with Annex A.</p> |

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 UNSSC 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 UNSSC and by an authorized officer of the successful proposer(s).

Criteria for Evaluation

All proposals will be evaluated in accordance with the provisions of the UN Financial Regulations and Rules and established procedures of the UNSSC, and the evaluation criteria specified in Annex C.

Payment Terms

The UN Financial Regulations and Rules preclude advance payments or payment by letters of credit. Such provisions in a proposal will be prejudicial to its evaluation by the UNSSC. The normal terms of payment by the UNSSC are 30 (thirty) days (or similarly discounted payment terms if offered by proposers) upon satisfactory delivery of goods or performance of services, acceptance thereof by the UNSSC and certification by the UNSSC of the contractor's invoice. Proposers must therefore clearly specify in their proposals the payment terms being offered.

Validity of Proposals

All Proposals shall remain valid and open for acceptance for a period of at least 30 days from the designated closing date indicated for receipt of proposals in this RFP. Proposers must confirm in their proposal that it will remain valid for this period. Once a proposal has been accepted during this period, the prices quoted in the proposal must remain unchanged for the entire period of the resulting contract unless otherwise specified in this RFP or unless the UNSSC agrees otherwise in writing.

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.

Conditions of Contract

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/attachment/page/pdf/general_condition_services.pdf

Any reservation or comments concerning the content of the UNGCC applicable to the contract awarded under the terms and conditions of this proposal must be included in the proposals. The absence of any reservation or comments will be considered by the UNSSC as acceptance of all the terms stated in the applicable UNGCC. Such terms include the regulation of the intellectual property rights, including but not limited to patents, copyrights, and trademarks, which are the result, directly or indirectly of the services provided to the UNSSC by the Vendor specified in this document, including its annexes.

Contract

The selected vendor shall be awarded a purchase order (PO) by the UNSSC in accordance with the terms and conditions of this RFP. The selected vendor may be requested to fill in a vendor form in order to proceed with the award.

ANNEX C - Evaluation Criteria

The offers will be evaluated on the basis of the evaluation criteria set in the table below:

| | | |
|---------------------------|---|-----------------------|
| PREREQUISITE | Excellent speaking and writing skills in English | |
| TECHNICAL PROPOSAL | Experience in the design and development of marketing-related tool(s) for learning, with a preference for drip campaigns. | Max 25 points |
| | Quality of portfolio (creativity, style, relevance) | Max 50 points |
| | Quality of references presented (minimum 3) | Max 25 points |
| | TOTAL TECHNICAL PROPOSAL | Max 100 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 60% of the obtainable score of 100 points in the evaluation of the technical component.

Maximum 100 points will be given to the lowest offer and the other financial proposals will receive the points inversely proportional to their financial offers. i.e. $S_f = 100 \times F_m / F$, 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%.

The UNSSC may schedule separate online meetings with selected vendors to enhance the understanding of the requirements of this RFP. Bidders are encouraged to submit questions and comments concerning the requirements that may be discussed with the UNSSC before the award. The online meeting may be scheduled in May 2021.