ANNEX A: TERMS OF REFERENCE
RFP/24/007/RBAP/PSP
REQUEST FOR PROPOSAL FOR THE PROVISION OF FRAME AGREEMENT FOR GLOBAL CROWDFUNDING PLATFORM SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN ASIA

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Rachel Bagnall at bagnall@unhcr.org

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Introduction

Background

The office of the United Nations High Commissioner for Refugees (UNHCR) was created in 1950, after the Second World War, to help millions of Europeans who had fled or lost their homes.
We had three years to complete our work and then disband.

Since then, the 1951 Refugee Convention has been strengthened by additional regional legal instruments. Today, 70 years later, our organization is still hard at work, protecting and assisting refugees and internally displaced (IDPs) worldwide. In almost seven decades, the agency has helped tens of millions of people to restart their lives. Today, UNHCR is one of the world's principal humanitarian Agencies. As of 31 December 2021, we employ 18,879 people (about the seating capacity of Madison Square Garden), of whom nearly 91 per cent are based in the field.

We work in 137 countries and territories, with personnel in a mixture of regional and branch offices and sub and field offices. Staff members work in a diversity of locations and conditions, including in our Geneva-based Headquarters (HQ) and over 100 field locations. For more information, please see http://www.unhcr.org

Our teams work hard to help the displaced, specializing in a wide range of disciplines, including legal protection, administration, community services, public affairs, and health.

Private Sector Partnerships in Asia

The primary purpose of the UNHCR Private Sector Partnership Service (PSP) in Asia is to generate income from individual donors, corporates, and foundations, to support UNHCR activities worldwide. PSP activities in Asia include two different main programs: Individual Giving (IG), raising money from individuals, both regular and one-off, and Private Partnerships and Philanthropy (PPH), seeking support from companies, foundations, and High Net-Worth individuals.

Statement of Purpose & Objectives

UNHCR PSP Asia seeks a frame agreement with qualified service provider(s) for global crowdfunding platform services to support UNHCR PSP Asia to acquire and retain quality donors via various campaigns. The proposed time frame is 24 months (about 2 years) with potential extension for another period of a 12-month period subject to satisfactory performance.

The global crowdfunding platform will specifically be specifically targeting Muslim communities for the Ramadan, Zakat, Eid Al Adha, regional campaigns focused on Asia Regional which includes Singapore, India, Pakistan, and Brunei, as well as Malaysia and Indonesia. UNHCR also has a National Fundraising Partner in Australia.

UNHCR PSP Asia is looking for a risk free, high potential crowdfunding platform that will garner more online donations and support from the public especially during the Ramadan month.

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PSP Asia would like to appoint multiple vendors, the first three rank as per consolidated result, and appoint the right provider to specific fundraising campaigns via secondary bidding process.

Objectives

UNHCR`s goals are to increase the volume and value of online donations, generate more qualified leads and leverage UNHCR brand awareness.

- Increase the number of online donations.
- Increase average donation number of online donors.
- Increase the reach and pool of prospective donors
- Generate leads and broaden constituency.

Joint venture, sub-contracting

Please be informed that joint ventures, or contractor/subcontractor relationships are allowed. In either case, the bidder needs to confirm which company the project is led to take responsibility for the commercial relationship. The bid is to be submitted under one company, as leader. The winning bidder will be the contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection. Please read carefully UNHCR General Terms and Conditions (Annex D, page 3, clause 5) about subcontracting.

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Requirements

Campaign services

- Your platform must be compliant with Payment Security and Processing standards
- Your platform must ensure data protection and privacy
- Your company must provide documentation of their cybersecurity measures, including firewalls, intrusion detection systems, and regular security audits.
- The crowdfunding platform must be developed specifically targeting Muslim communities to make a charitable donation, this is the targeted Islamic audience in the frame of UNHCR global campaigns for Ramadan, Zakat, Eid Al Adha, other Asia regional campaigns, and emergency campaigns; to access a global community of Muslim supporters who are incredibly charitable.
- The crowdfunding platform must offer individual donation options for Islamic charity purposes; as most of the Islamic Crowdfunding platforms available online are capital investment platform, not individual giving platform for fundraising.
- The crowdfunding platform must offer global coverage, i.e., the platform is accessible all around the world, including the Asia region.
- The crowdfunding platform must present high-potential avenue for acquiring online donations and public support with its unique proposition of guaranteeing the return on investment (ROI) of 1.0. to differentiate between crowdfunding and apps that are for Muslim diaspora.

Reporting and analysis

- Availability of reporting and analysis to track different campaign results.
- Possibility to tailor-made reports for UNHCR need.
- UNHCR needs transparent reporting of any security breaches within a specified timeframe (24h max) and a clear action plan for mitigating any potential damage.
- Need for detailed reporting capabilities, including transaction logs, donor analytics, and security incident reports.
- It is possible, please add real-time fraud monitoring and alerts to prevent unauthorized transactions.

Account management

- Dedicated account manager assigned to UHCR to ensure the best possible customer support service.
- Requirement for account management support, emphasizing security practices, for immediate response to any security concerns or breaches.

UNHCR responsibilities

- Approve all media assets, keywords, and ad copy
- Provide existing campaign assets to be adapted to the local market as needed
- Provide access to UNHCR content and brand guidelines (e.g., images and data) for the elaboration of campaigns, if needed

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Content of your offer and evaluation

Your offer shall be prepared in English. Your technical proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information. There is no set format for the technical offer, it can be pdf, word, ppt etc. Please make sure you include all requested information to ease the technical scoring process.

No pricing information (i.e., fees) can be added to the technical offer. Please use Annex B (financial offer form) to confirm the overall cost proposal.

Please note that a general company profile or the signed ToR Annex A (this document) will not be accepted as a technical offer.

Technical offer & evaluation

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** of the total score on a 100 points scale (i.e., 70 points are allocated for the technical component).

The following section lists all selection criteria as part of the first yes/no cut. In this regard, your company must be compliant with all the below requirements to considered as eligible for the technical evaluation.	
Company registration documents and general terms and conditions	**Documents & information to be provided to establish compliance with the evaluation criteria**
Eligibility to do business	Provide (1) ***your company registration certificate*** and (2) the dully fill out ***vendor registration form*** (Annex C) to prove that your company is eligible to provide services. *Note: in case your company is an approved service provider to UNHCR, i.e., have valid vendor profile and has received purchase orders before, there is no need to submit the certificate and vendor registration form, unless there is any change to process. Please clearly indicate this information.*
Acceptance of UNHCR General Conditions of Contracts for the Provision of Services	Please sign all page of Annex E and send it along with your technical proposal.
Acceptance of UNHCR Special Data Protection Conditions	Please sign all page of Annex D and send it along with your technical proposal.
Payment security and processing	**Documents & information to be provided to establish compliance with the evaluation criteria**
PCI - DSS compliance to protect cardholder data	Provide the ***PCI DSS – PCI Security Standards Council*** accreditation.
Security certification	Provide ISO 27001 certification OR any other relevant security certifications, including the scope of the certification and the certifying body; to implement end-to-end encryptions for all financial transactions to safeguard donor information during transmission.
The following section lists all requirements for technical scoring; only bidders that will score equal or above 42 points (of the 70 points) will be considered for financial evaluation.	

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Campaign services (max 35 points to be obtained) as per section 2.1	Provide details and evidence on how your company will provide the services listed under section 2.1. Your proposal must be tailored as per service need listed under section 2.1 to prove compliance. General company profile will not be accepted. The scores will be allocated based on the clarity and evidence provided as best value for money service for UNHCR PSP.
Transaction Security Measures (max 10 points to be obtained)	Please provide documentation/information of your company cybersecurity measures, including but not limited to firewalls, intrusion detection systems, and regular security audits; confirm that your proposed platform has implemented measures for detecting and responding to fraud or any other unauthorized transactions. The scores will be allocated based on the clarity and evidence provided as best security for UNHCR PSP.
Reporting and analysis (max 15 points to be obtained) as per section 2.2	Provide evidence on reporting and analysis capabilities as per section 2.2. Your proposal must be tailored as per service need listed under section 2.2 to prove compliance. General company profile will not be accepted. Please submit at least one (1) weekly campaign result report. The scores will be allocated based on the clarity and evidence provided as best value for money service for UNHCR PSP.
Account management (max 10 points to be obtained) as per section 2.3	Please provide information on the experience of the dedicated account manager assigned to UHCR to ensure the best possible customer support service. Please described your account management support, emphasizing security practices, for immediate response to any security concerns or breaches. The scores will be allocated based on the clarity and evidence provided as best value for money service for UNHCR PSP.

Financial Evaluation

The Financial offer will use the following percentage distribution: 30% of the total score.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price.

The financial proposal is to be submitted ONLY by filling in Annex B. No other format will be accepted. UNHCR is exempt from all direct taxes, with this regard the price must be given without any local taxes.

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Key Performance Indicators

UNHCR expects to monitor the performance of the selected supplier on a campaign basis according to the following KPIs:

- ROI;
- Cost per acquisition and/or lead;
- Average monthly and one-off donations;
- Number of donors and leads per campaign;
- Donor conversion rate;
- Lifetime Value (LTV);
- Overall teamwork between supplier and PSP Asia
- Delivery of commissioned work on schedule
- Quality of product and service