DATE: 03 April 2024

REQUEST FOR PROPOSAL: RFP/24/008/RBAP/PSP

REQUEST FOR PROPOSAL
FRAME AGREEMENT FOR THE PROVISION OF DIGITAL MARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN INDONESIA

CLOSING DATE AND TIME: 26 April 2024 – 23:59 UTC + 7 hrs. (Jakarta, Indonesia time zone)

INTRODUCTION

UNHCR has been working in Indonesia since 1979, when the Government of Indonesia invited UNHCR to assist with the establishment of a refugee camp on Galang Island to accommodate more than 170,000 refugees who had fled conflict in Southeast Asia.

The primary purpose of the Private Sector Partnership Service (PSP) in Indonesia is to generate income from individual donors, corporates, and foundations, in order to support UNHCR activities in Indonesia and worldwide. PSP activities in Indonesia started in 2020 and now include two different main programs: Individual Giving (IG), raising money from individuals both regular and one-off, and Private Partnerships & Philanthropy (PPH) seeking support from companies, foundations focusing on Islamic Philanthropy and High Net-Worth individuals.

Within the Individual Giving strategy, PSP Indonesia primary objective is to continue increasing its donor base with high quality donors.

Face-to-Face is currently our largest donor acquisition channel. But as part of our strategy to diversify channels, digital engagement is of great importance for donor acquisition and development and to increase UNHCR brand awareness and positioning in Indonesia.

We are currently running digital acquisition through paid search campaigns, and social media advertising. Digital is and will remain one of our main acquisition channels. Digital is also used to retain our donors, by providing them journeys such as monthly newsletters and other updates about UNHCR's work through e-mail marketing.

Digital donation platforms have recently been having a surge in Indonesia for these past few years. In-line with the data above, the predominantly young demographics of Indonesia increasingly using online means to give donations. Now there are several popular fundraising platforms, among them are kitabisa.com, WeCare.id, Campaign.com, Kolase.com, launch good and BenihBaik.com. This further shows that Indonesia has a huge potential for online fundraising.

UNHCR Indonesia intends to collaborate with external partners to further strengthen our programs for the refugee cause. We are seeking for service providers with vast experience and keen expertise on digital fundraising, specifically in collecting digital donations and acquiring donors' data through omnichannel digital marketing. The partnership will support UNHCR Indonesia digital fundraising activity to promote UNHCR donation landing page https://donate.unhcr.or.id/ In seeking donations and donors' data, this partnership will be mutually beneficial for both parties in enhancing crucial programs to help those in need in Indonesia and abroad

1. REQUIREMENTS

The purpose of the present RFP is to select a digital agency/ (ies) to support UNHCR Indonesia in developing and managing digital acquisition programs to recruit quality donors through various innovative channels or drivers, with a specific focus on donor acquisition, in order to:

- Promote online fundraising campaigns and optimize the performance;
- Supporters/donors acquisition, both one-off and regular;
- Improve supporter/donor loyalty and long-time value;

The agency/ (ies) goal is to develop, implement, execute, test and optimize the most effective strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget. PSP Indonesia expects from the agency to maximize ROI.

The frame agreement (FA) will be signed with the successful bidder(s) for an initial period of twelve (12) months (Phase 1) and will be extended at the sole discretion of UNHCR for additional two times twelve (12) months (Phase 2), upon satisfactory evaluation of the first six months of phase one and evaluation of performance each year. Services will be evaluated based on the number of qualities of the new donors that recruited, and cost performance benchmarks agreed upon in advance between UNHCR and the vendor.

Phase 1 - 1st of June 2024 until the 31st May 2025 (12-months)
Phase 2 - 1st of June 2025 until the 31st May 2026 (24-months)
In UNHCR's acquisition strategy, both quantity and quality are of high importance. Meaning UNHCR is not only aiming for volume, but for committed donors with high lifetime value (LTV) too.

Please be informed that joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project lead to take responsibility of 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.

The selected vendor is required to manage and implement digital donor acquisition activities to help achieve the following targets:

Phase 1 - Donor numbers One Off: 828 and Regular Giving: 204 Donors
Phase 2 - Donor numbers One Off: 2,760 and Regular Giving: 696 Donors

The targets mentioned above need to be realized with a cumulative ROI of at least:

- **0.7 for a 12-month period**
- **1.5 for 24 months**
- **2.1 for 36 months**

PSP Indonesia estimated the below Digital Services total cost

- Phase 1: IDR 667,500,000
- Phase 2: IDR 2,100,000,000

Agencies are also requested to indicate in their bids their maximum capacity and availability, as well as to give feedback on the expected percentages and KPI's in order to get a realistic indication.

IMPORTANT:
The Terms of Reference (TOR) and other relevant documentation are detailed in the Annexes of this Request for Proposal (RFP).

IMPORTANT:
When a Frame Agreement (FA) is awarded, the successful bidder(s) are requested to maintain their quoted price model for the duration of the FA.

IMPORTANT:
When a Frame Agreement (FA) is awarded, either party can terminate the agreement only upon 90 days (3 months) notice, in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a "cause" for or otherwise to be a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Conditions of Contracts for provision of Services.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form integral part of this Invitation to Bid:

Annex **A**:	Terms of Reference (TORs)
Annex **B**:	Technical Response Form
Annex **C**:	Financial Offer Form
Annex **D**:	UNHCR Special Data Protection Conditions
Annex **E**:	UNHCR General Conditions of Contracts for the Provision of Services
Annex **F**:	UN Supplier Code of Conduct
Annex G:	Vendor Registration Form
Annex **H**:	Registration Guide for eTenderBox
Annex **I**:	eTenderBox Supplier User Manual

Please kindly note that this RFP is posted on UNHCR Global and UNGM websites too.

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Yun Ling ling@unhcr.org and Rachel Bagnall bagnall@unhcr.org as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

IMPORTANT:
Failure to send the above requested information may result in disqualification of your offer from further evaluation.

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Yun Ling ling@unhcr.org and Rachel Bagnall bagnall@unhcr.org **The deadline for receipt of questions is the 12 April 2024 23:59 UTC + 7 hrs. (Jakarta, Indonesia time zone).** Bidders are requested to keep all questions concise.

IMPORTANT:
Please note that Proposal Submissions are **NOT** to be send to the e-mail addresses above.

UNHCR will compile and answer all questions received. UNHCR may, at its discretion, copy and reply to all or a question(s) to all other invited bidders at once for transparency purposes in line with applicable confidentiality clauses.

The consolidated Q&A file will be also posted on UNHCR Global website and UNGM.

IMPORTANT:
UNHCR may invite all bidders who have sent their confirmation of receipt of the RFP and expressed their interest in submitting a proposal to a Supplier Conference to explain ToRs, the RFP process and answer any questions raised by the potential bidders.

2.4 YOUR OFFER

Your offer shall be prepared in English

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may not be considered.

IMPORTANT:
Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the prescribed submission method will result in disqualification of the offer. Please send your bid only in the manner specified in the "Submission of Bid" section 2.6) of this RFP.

Your offer shall comprise **the following two sets of documents:**

- Technical Offer
- Financial Offer

2.4.1 Content of the TECHNICAL OFFER

IMPORTANT: No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

Pre-selection criteria (mandatory to fulfil with this criteria):

Please take note of the pre-qualification criteria hereunder, failure to comply with the below criteria will result in disqualification:

1. **You company must have a local operation in Indonesia.** Please confirm the location of your operation and office in Indonesia. To establish compliance please **send your company registration certificate and fill out UNHCR Vendor registration form (Annex G)**
2. Acceptance of **UNHCR general terms and conditions (Annex D)**
3. Acceptance of **UNHCR data protection clause (Annex E)**
4. Acceptance of **UN Suppliers Code of Conduct (Annex F)**

Requirements

Media buying, implementation, management and reporting

- Co-develop a media plan (with monthly iterations) which leverages a diverse set of donor acquisition strategies and channels to reach and convert new audiences;
- Promote UNHCR Donation Landing Page for the donations
- Manage all aspects of the Search paid media campaign (campaign set up, implementation and optimization) on a day-to-day basis and during emergency campaigns;
- Propose account structure and manage the paid search engine marketing channel, implement and optimize this channel and ensure an overall positive ROI;
- Content creation (content writing/edit, Graphic Design)
- Create a creative approach and audience targeting strategies for paid social media marketing and promotion (e.g. Facebook, Tik Tok and Instagram advertising, newsletter, third party partner, brand partnership, and influencer)
- Monitor and report on all key metrics and overall ROI;

- Use Google Tag Manager (GTM) and Google Analytics (GA) as well as paid media tracking (such as DoubleClick bid manager) for reporting and testing. Use UNHCR UTM naming conventions for all ads and marketing campaigns.
- Set up and push tracking tags for Ad platforms to all relevant landing and conversion webpages via UNHCR's Google Tag Manager (GTM) account for UNHCR staff to approve and publish.
- Provide weekly/monthly and quarterly qualitative and quantitative analytics report and evaluation on the impact of digital campaign including key metrics and overall ROI;
- Provide continuous optimization, adjustments and recommendations to digital acquisition program, in order to achieve digital fundraising and online donor engagement objectives.

Creative digital campaigns design and development

To achieve the goals of promoting digital charity programs, we expect the agency to create an overall digital strategy by creating, implementing, and testing various digital campaigns or supporter journeys, depending on season, event, thematic, emergency.

Please describe how you will:

Develop, implement, test and run digital campaigns like:

- Seasonal campaign: Ramadan Campaign, End of Year campaign, for example
- Thematic campaign: World Refugee Day, Women's Day, for example;
- Any other suggestions are welcome.

The agency is also required to provide:

- Develop and propose any creative content relevant to achieve our goals;
- Development and design of key message(s)/propositions which will appeal to the target audiences and reflects UNHCR's branding and areas of work;
- Development of creative display ads, using text, images, animation and video for display and retargeting within UNHCR branding;
- Develop social media advertising creatives;
- Test and optimize landing page to improve returns from search and paid advertising whether for charity or for a lead generation campaign;
- Develop copy, design and other formats of digital content for email marketing campaigns for subsequent communications to UNHCR supporters;
- Translation or writing of emails/newsletters/pushing news;
- Recommendations for landing page, website and email appeals design and content to offer a fully integrated supporter-centric online user experience;
- Recommendations and implement audience research and insights across multiple digital channels.
- Description of the core team dedicated to work with UNHCR PSP Indonesia to prove strong account management.
- Monitor and report on all key metrics and overall ROI;
- Provide weekly/monthly and quarterly qualitative and quantitative analytics report and evaluation on the impact of digital campaign including key metrics and overall ROI. (Leads, optimization, landing page conversions etc.);
- Provide quarterly analysis reports assessing health of overall program, new avenues for expansion and growth, providing in depth analysis of acquisition activities in previous quarter including detailed attribution tracking;
- Continuously optimize, adjust and recommendations to digital marketing program in order to achieve digital engagement objectives, conversion rate and audience expansion targets;
- Provide all services in compliance with data protection regulations

Innovation & emergencies

- Please describe your view on innovation and which **innovative projects** you have done recently. Include your suggestions and innovative ideas and approach for setting up a sustainable donor acquisition (including donor journeys) for UNHCR.
- **In case of emergency,** all focus needs to go to the emergency within 24 to 48 hours to be able to raise as many funds as possible for the crisis and to boost engagement. Please tell us how you

propose to be ready for an emergency, where very fast production and implementation is required in pressing timings:

- Which mechanism do you propose?
- What kind of responsiveness are you able to offer?
- Please propose a draft of an effective planning in case of an emergency campaign

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offers** must contain an overall offer in a single currency, which shall be Indonesia Rupee (IDR).

IMPORTANT:
The Financial Offer is to be submitted as per the Financial Offer Form. Financial offers and bids submitted in different manner and that have a different price structure may not be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regard, price must be given excluding any taxes and/or duties.

You are requested to hold your offer valid for ninety (90) days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within thirty (30) days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 BID EVALUATION:

2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 Technical and Financial evaluation:

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e., max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown.

Technical evaluation

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Service provision experience (client based) (20)	Service provision experience in digital media buying services. • Please list the current and previous clients. • Please provide three references (reference letter, email address, contact person, phone

	number) from your current/previous clients to be contacted. Reference and background checks are part of the due diligence during the selection process and in case of negative feedback may lead to disqualification. *Please note that without the list of clients, 0 point will be given.*
Proposed Services (max 40 points)	**Documents, information to be provided to establish compliance with the set criteria**
Compliance with the services required under digital media buying services (2.1) (20)	Comprehensive proposal presented including all services listed under point 2.1., A description of your strategy on how to provide the best quality service in compliance with all services listed under section 2. Please confirm capability to achieve proposed targets. Please list at **least two (2)** examples demonstrating your agency`s experience in digital marketing services in Indonesia from the past 3 years.  *Please note that if you don`t add information about this section on Annex B, 0 point will be given.*
Media buying, implementation, management, and reporting (2.2) (20 points)	Comprehensive proposal to be presented to demonstrate capacity and capability to provide services as listed under 2.2, including: • one (1) sample campaign management summary report • one (1) digital media buying billing and report. In your response, please include your strategy to acquire donor through digital fundraising campaign *Please note that without samples, 0 points will be given*
Staff qualifications, account management (max 10 points)	**Documents, information to be provided to establish compliance with the set criteria**
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	Experience of core people who will work on UNHCR project, including experience with similar projects. Please include a brief explanation on your customer service approach, and account management strategy to support PSP Indonesia. Please include: CV or bio of the people that will be assigned to UNHCR account (max half A4 page) *Please note that without the CVs, 0 points will be given.*

Bidders must have a minimum technical threshold of 42 out of 70 points for the technical proposal to be considered further in the financial evaluation process.

Companies might be requested to deliver a presentation based on their technical proposal via Teams. The dates for the presentations will be communicated in time.

IMPORTANT:
The minimum passing score of the evaluation is 42 out of 70; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Bidders might be requested to deliver a presentation on their proposal and to introduce the team members who will work with UNHCR via web/teleconference in case PSP deems necessary the agencies will be informed on time.

The **Financial offers** will use the following percentage distribution: **30%** from the total score.

The maximum number of points (30 points) will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price, e.g., [total Price Component] x [IDR lowest] \ [IDR other] = points for other supplier's Price Component.

2.6 SUBMISSION OF BID:

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

http://etenderbox.unhcr.org

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.
A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR.

In case the password is forgotten that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes to this RFP.

IMPORTANT:
The technical and financial offers shall be clearly separated by uploading them to the appropriate category in the system. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier`s responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

CLOSING DATE AND TIME: 26th April 2024 – 23:59 UTC + 7 hrs. (Jakarta Indonesia time zone)

IMPORTANT:
Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued because of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for Provision of Services will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,

Goran Stojanovski
Senior Supply Coordinator
Regional Bureau Asia and the Pacific
United Nations High Commissioner for Refugees (UNHCR)