



International Labour Organization

REQUEST FOR PROPOSAL

***Hiring company for awareness on Department of Labour services through production of video,
and audio assets and mass dissemination campaign
RFP-ILO-CMB-2021-001***

Responses to be received by 12th July 2021 - 12:00 PM

Subject: Procurement of Hiring company for awareness on Department of Labour services through production of video, and audio assets and mass dissemination campaign

Request for Proposal (RFP) N°: RFP-ILO-CMB-2021-001

Date: 23/06/2021

Dear Sir/Madam,

The International Labour Office (hereinafter the "ILO") is pleased to invite your company to submit a Proposal for awareness on Department of Labour services through production of video, and audio assets and mass dissemination campaign and as further described in Annex III.

To enable you to prepare and submit a Proposal, please find enclosed the following Annexes:

- Annex I: Instructions to Bidders;
- Annex II-A: Acknowledgment of Receipt;
- Annex II-B: Bidder's Declaration Form;
- Annex II-C: Bidder's Information Form;
- Annex II-D: Recent References;
- Annex II-E: Technical Proposal;
- Annex II-F: Financial Offer;
- Annex III: Terms of Reference; and
- Annex IV: Terms and Conditions applicable to ILO Contracts.

All templates will be available in [Google Drive via \(please click here\)](#)

Your Proposal must be received by the ILO no later than **12:00 PM and Sri Lanka Local Time on 12/07/2021 12:00 PM**. Late bids shall be rejected.

You may submit a Proposal to the ILO provided that your organization is qualified, able and willing to deliver the goods, works and/or services specified in this RFP. Participation in this RFP indicates acceptance of the Terms and Conditions applicable to ILO Contracts provided in Annex IV. Failure to comply with the requirements of this RFP and its Annexes may render a Proposal ineligible for consideration.

You are kindly requested to acknowledge receipt of this RFP and to indicate whether or not you intend to submit a Proposal by completing and returning the form provided in Annex II-A.

We look forward to receiving your Proposal.

Yours sincerely,



Ms Asanthi Waas
Senior Finance Assistant
ILO - Colombo Office

INSTRUCTIONS TO BIDDERS

Reference: **RFP N° RFP-ILO-CMB-2021-001**

Hiring company for awareness on Department of Labour services through production of video, and audio assets and mass dissemination campaign

Abstract

This document outlines the requirements for presentation of a Proposal to be considered by the International Labour Office.



INSTRUCTIONS TO BIDDERS

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1. INTRODUCTION

1.1 General

These instructions are provided for general information for the preparation of the Proposal for procurement of Hiring company for awareness on Department of Labour Services through production of video and audio assets, and mass dissemination campaign. The Bidder is expected to examine all corresponding instructions, forms, terms and specifications contained in the RFP documents. Failure to comply with these documents will be at the Bidder's risk and may affect the evaluation of the Bid concerned.

1.2 Eligible Bidders

Bidders should not be associated, or have been associated in the past, directly or indirectly, with a firm or any of its affiliates or an individual which have been engaged by the ILO to provide consulting services for the preparation of the design specifications, and other documents to be used for the procurement of goods, works or services to be purchased under this Request for Proposal.

1.3 Cost of Bid

The Bidder shall bear all costs associated with the preparation and submission of the Bid. ILO will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

1.4 RFP Schedule Summary

• RFP release date:	23/06/2021
• Site visit or bidders' conference (if applicable):	N/A
• Clarification questions, if any, related to this RFP must be submitted to sharon@ilo.org by:	03/07/2021, COB
• ILO response to clarification questions by:	07/07/2021
• Proposals Receipt Deadline:	12/07/2021 12:00 PM Sri Lanka Local Time
• Estimated Contract Signature Date:	31/07/2021
• Estimated Contract Start Date:	31/07/2021

1.5 Site Visit / Bidders' Conference

Not Applicable

1.6 Clarification Questions

A prospective Bidder requiring any clarification of the RFP documents may notify the ILO in writing. The ILO's response will be provided in writing to any request for clarification received by the deadline indicated in paragraph 1.4 above. Written copies of the response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Bidders that received the RFP documents.

2. BIDDING CONDITIONS

2.1 Acknowledgment of Receipt

ANNEX I

A prospective Bidder is requested to return promptly the Acknowledgement of Receipt form, provided in Annex II-A, duly completed and signed, even if it is not intending to submit a Proposal.

2.2 Number of Copies, Format and Signing of Proposal

The Bidder shall submit one original and one (applicable only for hard copy submission) copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall prevail. The Proposal shall be typed or written in indelible ink and shall be dated and signed by the Bidder i.e. by a person or persons duly authorized to bind the Bidder to the contract. The Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Bidder, in which case such corrections shall be initialled by the person or persons signing the Proposal.

2.3 Submission and Receipt of Proposals

It is the responsibility of Bidder to ensure that a Proposal is submitted to the ILO strictly in accordance with the stipulations in the solicitation documents.

Proposals **must be received on or before 12/07/2021 12:00 PM Sri Lanka Local Time**. Proposals and modifications to Proposals received after the proposal receipt deadline will be rejected. Proposals must include all the documents requested in these Instructions to Bidders and shall be submitted by:

- **Registered Mail** (official postal service) to:
Country Director
International Labour Organization
202-204 Bauddhaloka Mawatha,
Or Colombo 7
- **Hand delivered** (including by courier services) directly to the above ILO address in return for a signed and dated receipt.
Or
- **Electronic submission** as per section 2.9 Terms of reference

Proposals submitted by any other means will be rejected.

Proposals other than electronic submissions must be submitted using the double envelope system, i.e., the outer parcel containing two separate, sealed envelopes, one bearing the words " **Technical Proposal -Awareness on Department of Labour services- RFP-ILO-CMB-2021-001** " and the other " **Financial proposal -Awareness on Department of Labour services- RFP-ILO-CMB-2021-001**".

Where there is any infringement of these instructions (e.g., envelopes are unsealed or references to prices are included in the Technical offer) the Proposal will be rejected. The outer parcel should bear the following information:

- a) the address for submission of proposals indicated above;
- b) the reference to the RFP to which the Bidder is responding;
- c) the name and address of the Bidder to enable the Proposal to be returned unopened if it is declared to have been received "late".

The pages of each of the Technical and Financial Proposal must be numbered.
The inner package shall be sealed and shall bear the name of the Bidder and be marked as follows:

RFP N° RFP-ILO-CMB-2021-001
Hiring company for awareness on Department of Labour services through
production of video and audio assets, and mass dissemination campaign
CONFIDENTIAL
DO NOT OPEN BEFORE
12/07/2021 12:00 PM [Sri Lanka Local Time]

In addition, the information below should appear on both sides of the inner envelope:

CONFIDENTIAL
To be opened by the Evaluation Panel ONLY

2.4 Official Language

The Proposal and all correspondence and documents related to the Proposal shall be written in the English language.

2.5 Correspondence

Any communication in connection with this RFP should be addressed in writing to the E-mail address mentioned in paragraph 1.4 above. All correspondence should quote the reference number of the RFP. Bidders are requested **not** to contact the ILO after the closing time, i.e. during the RFP assessment period.

2.6 No Consultation

A Bidder shall not:

- consult, communicate or agree with any other Bidder or competitor, with regard to price or any other matter related to the RFP for the purpose of restricting competition;
- disclose its price, directly or indirectly, to any other Bidder or competitor, except in the case of provision of standard public price lists;
- make any attempt to induce any other person or organization to submit or not to submit a Proposal for the purpose of restricting competition.

If a Bidder is found to be in breach of any of these instructions, the ILO reserves the right to exclude the Bidder from the procedure and reject its proposal.

Nothing in this paragraph shall restrict the right of a Bidder to form a joint venture, a consortium, a partnership or an association for the purpose of submitting a joint Tender.

2.7 Contract Conditions

Bidders are expected to examine carefully and comply with all instructions, forms, contract provisions and specifications contained in these RFP documents.

By submitting a Proposal, the Bidder accepts in full and without restriction these instructions. It also accepts the Terms and Conditions of ILO Contracts (Annex IV) being relied on for this bidding procedure and resulting contract, irrespective of the provisions of the Bidder's own conditions of sale, which it hereby waives.

The ILO reserves the right to decline to consider without further comment any Proposal which does not accept the Terms and Conditions of ILO Contracts set out in Annex IV.

2.8 Work on ILO Premises

ANNEX I

If the Bidder's personnel are required to work on ILO premises, they shall comply with the security and safety and health arrangements established by the ILO, including applicable provisions of local laws. Where applicable, the Bidder shall be responsible for obtaining valid entry visas and work permits for its employees or sub-contractors and contract commencement may be made subject to complying with these obligations. Failure to comply with such obligations may lead to suspension of payments under and cancellation of the contract.

2.9 Bid Currency

All prices shall be quoted in LKR [for Sri Lanka firms]. If the Bid is submitted in a currency other than the Bid Currency, to facilitate evaluation and comparison, the ILO will convert all such prices in LKR at the official UN exchange rate applying on the last day for submission of Bids.

2.10 Incomplete Proposals

ILO may reject a Proposal that does not provide all the information requested which is necessary for assessment of the Proposal by the ILO.

2.11 Changes to Proposals

Changes or amendments to Proposals will only be accepted if they are received before the deadline for receipt of Proposals and shall be submitted in accordance with the instructions given above. The envelope shall be clearly marked as "Change(s) to Proposal".

2.12 No Material Change(s) in Circumstances

The Bidder shall inform the ILO of any change(s) of circumstances arising during the RFP process including, but not limited to:

- a change affecting any declaration, accreditation, license or approval;
- major re-organizational changes, company re-structuring, a take-over, buy-out or similar event(s) affecting the operation and/or financing of the Bidder or its major sub-contractors;
- a change to any information on which the ILO may rely in assessing Proposals.

2.13 RFP Document, Specifications, Drawings

The RFP Documents and any specifications, plans, drawings, patterns, samples or information issued or furnished by the ILO, are issued solely for the purpose of enabling a Proposal to be completed and may not be used for any other purpose. The RFP documents and any additional information provided to Bidders shall remain the property of the ILO.

2.14 Sub-Contracting

Sub-contracting of work to be undertaken as a result of this ITB is permitted, ILO reserves the right to approve any sub-contractor that was not included in the RFP Submission Form and request a copy of the sub-contracting agreement between the Bidder and its sub-contractor(s).

2.15 Proposal Validity

The validity of a Proposal shall be six (6) months commencing from the time and date of the closure of Proposals stated in paragraph 2.3 above. The ILO reserves the right to

ANNEX I

request an extension of the period of validity of Proposals, and to modify or exclude any of the terms of this RFP, at its sole discretion.

2.16 Notification of Proposal Evaluation

The ILO will evaluate the Proposals based on the Bidders' responses to the requirements set out in the RFP documents. Each Bidder will be informed of the decision reached concerning the award of the contract.

2.17 Publicity

During the RFP process, a Bidder is not permitted to create any publicity in connection with the RFP.

3. CONTENT OF THE PROPOSAL

Each Proposal shall comprise the following documents:

3.1 Technical Proposal (Annex II-B, C, D, and E)

Bidders are requested to submit in **Technical Proposal** the following Forms, Annexes II-B to E.

All information must be provided as requested and all Forms must be completed for a Proposal to constitute a valid offer, which is a prerequisite for subsequent evaluation.

3.1.1 Administrative Requirements

a) Bidder's Declaration Form (Annex II-B) (also to be completed by any Bidding partners and/or associates)

The ILO expects all participants in its procurement process to adhere to the very highest standards of moral and ethical conduct and transparency, to prevent any conflict of interest and not to engage in any form of coercive, collusive, corrupt, or fraudulent practices. The key terms used in the Declaration at Annex II-B are defined as:

"Coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, another or the property of another to influence improperly the actions of another;

"Collusive practice" is any conduct or arrangement between two or more bidders or contractors, designed to achieve an improper purpose, including to influence improperly the actions of another or to set prices at an artificial level or in a non-competitive manner;

"Conflict of interest" is a situation that gives rise to an actual, potential or perceived conflict between the interests of one party and another;

"Corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of any advantage, in order to influence improperly the actions of another;

"Fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, another to obtain a financial or other benefit or to avoid an obligation;

b) Bidder's Information Form (Annex II-C)

The Bidder's Information Form explicitly indicates that the Bidder accepts in full and without restriction the Terms and Conditions applicable to ILO Contracts.

Each Bidder shall attach to this Annex the following mandatory documents:

- 1) Certificate(s) confirming that obligations relating to the payment of social security contributions and/or the payment of taxes in accordance with the legal provisions of the country in which the Bidder is established have been fulfilled;
- 2) The proof of declaration and payment of taxes, fees and social security contributions by the Bidder should indicate the state of affairs at the end of the previous fiscal year, bearing the statement "certified true copy", the date and the signature of a person authorized to represent the company;
- 3) A copy of the last three financial statements of the Bidder, certified by independent auditors.

c) Recent References (Annex II-D)

Each Bidder must provide details of three contracts entered into during the past five years which are similar in nature to that which will arise from this RFP. The information in Annex II-D must include as a minimum:

- Client name, location and date of project;
- Description of goods provided and works or services performed;
- Contract value;
- Contact details for references.

d) Technical Proposal (Annex II-E)

- 1) The Bidder shall use Annex II-E to describe how it intends to meet the requirements described in the RFP documents and in particular the Terms of Reference provided in Annex III;
- 2) In preparing its Proposal, the Bidder shall review all RFP requirements, including any document referred to in the RFP documents, and will reflect its understanding of and approach to meeting these requirements in the Proposal.
- 3) In preparing the Technical Proposal, the Bidder shall provide details of the proposed project methodology and implementation and management plan as well as CVs of key personnel which will deliver the goods, services or the works specified in this RFP.
- 4) The Bidder may also add any other document and information to demonstrate its technical and professional capacities and competencies to fulfill the requirements as specified in the Terms of Reference.

3.2 Financial Offer (Annex II-F)

Bidders are requested to submit their Financial Offer in a separate envelope (**Financial Offer**). The Financial Offer should be presented in the format provided in Annex II-F. The Bidder must also provide price breakdown information to support its Financial Offer.

All Financial Offers must be established and submitted net of any direct taxes or customs duties. As an international organisation, the ILO is exempt from all taxes and duties.

The ILO is not bound to accept the lowest priced offer from any Bidder, nor give any reason for rejecting a proposal.

4. EVALUATION OF PROPOSALS AND CONTRACT AWARD

4.1 Preliminary Evaluation

Prior to the detailed evaluation of each Proposal, the ILO will undertake a preliminary examination. Proposals will not be considered for further evaluation in cases where:

- a) They are incomplete (i.e. do not include all required documents as specified in Annex I, Instructions to Bidders, paragraph 3: Content of the Proposal);
- b) The Original Proposal is not signed by the duly authorized individual of the organization/company, as specified in Annex I, Instructions to Bidders, paragraph 2.2: Number of Copies, Format and Signing of Proposal;
- c) Technical and financial documents have not been submitted in separate sealed envelopes and/or pricing information is included in the Technical Proposal envelope, as specified in Annex I, Instructions to Bidders, paragraph 2.3: Submission and Receipt of Proposals;
- d) The validity period of the Proposal is not in accordance with the requirements of the RFP as specified in Annex I, Instructions to Bidders, paragraph 2.15: Proposal Validity.

4.2 Evaluation Process and Criteria

Proposals will be reviewed and evaluated by an Evaluation Panel, to determine compliance with the requirements specified in the RFP.

A two-stage procedure will be utilized in evaluating the Proposals, with evaluation of each Technical Proposal being completed prior to any Financial Offer being opened and compared. Financial Offers will be opened only for Bidder submissions that meet or exceed the minimum technical score of 49 (70 percent) of the obtainable score during the evaluation of Technical Proposals. Where the assessment of a Technical Proposal results in the minimum specified score not being achieved, the corresponding Financial Offer will not be eligible for further consideration.

Each Technical Proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

During the second stage of the evaluation, the Financial Offers of all Bidders which have attained at least the minimum [49] (70%) score during the technical evaluation will be compared.

The proposals will be evaluated according to the criteria described below:

- (a) Depth and quality of response to the RFP;
- (b) Technical compliance with the Terms of Reference;
- (c) The qualifications and experience of proposed key personnel;
- (d) The proposed implementation and management plan;
- (e) The overall cost.

The process of evaluating the proposals will be based on the following percentage combination of Technical and Financial elements:

	Percentage
Technical Proposal	70%
Financial Offer	30%
Total	100%

4.3 Award of the Contract

The ILO will award the contract to the Proposal (Technical and Financial) which represents best value for money, i.e. achieving the highest overall score.

The ILO reserves the right to accept or reject any Proposal in whole or in part, to annul the solicitation process and reject all Proposals at any time prior to the issue of the purchase order, without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information on the grounds for the ILO's decision(s).

The award of the contract arising from this RFP will be made at the absolute discretion of the ILO. The ILO's decision to award the contract to a preferred Bidder is final and shall not be questioned by any Bidder.

The Contract or the benefit of the Contract shall not be assigned, sub-contracted or otherwise transferred by the successful Bidder in whole or in part, without ILO's prior written consent, to be given at its sole discretion.

4.4 Debriefing / Bid Protest Mechanism

The ILO is committed to ensure that all its bidding processes are conducted in a fair and transparent manner. A Bidder who participated in a formal ILO solicitation process and believes that he/she has been treated unjustly or unfairly, or who would simply like to receive clarifications on his/her unsuccessful proposal ("debriefing"), must submit a request by email to pcrt@ilo.org, within ten (10) business days after receiving the ILO notification of regret. PROCUREMENT will contact the Bidder upon receipt of his/her request and will invite him/her to a debriefing session.

Debriefing process

The purpose of the debriefing is to discuss the strengths and weaknesses of his/her proposal. If the Bidder believes he/she has been treated unjustly or unfairly this debriefing will hopefully shed light on the rationale of the ILO decision. The ILO will not disclose any technical or financial information related to offers received by other Bidders who participated in the solicitation, nor the evaluation scores or other details from the tender process.

Debriefing will normally be conducted via teleconference by the Procurement Officer in charge of the relevant solicitation at an agreed time with the Bidder.

Should the Bidder not be satisfied with the clarifications provided during the debriefing, he/she may file a protest to the Chief, PROCUREMENT in the way described below.

Bid Protest

A Bidder who is not satisfied with the debriefing outcome, may lodge a protest to the ILO Chief, PROCUREMENT, by sending an email to bidprotest@ilo.org

The protest must be sent within ten (10) business days after the debriefing has taken place. The ILO will acknowledge receipt of the protest.

In his/her protest, the Bidder must provide the following information:

- 1) Its name, address, telephone number, fax number and email;
- 2) The solicitation number and title, the contracting office and the name of the officer who has been leading the tender process;
- 3) The date of debriefing; and
- 4) The reasons for the protest together with copy of any documentation in support of the allegations.

The Chief, PROCUREMENT will perform a receivability review of the protest to determine if it was timely and correctly submitted and complies with the requirements set out above. The Bidder will be notified whether the protest is receivable in writing within ten (10) business days after receipt of the protest. A decision rejecting the receivability of the protest is final and not subject to further appeal or recourse.

If the protest is deemed receivable, the ILO will conduct an inquiry to determine its merits. The Bidder will be notified of the ILO decision as soon as it is available. The decision on the merits of the protest is final and not subject to further appeal or recourse.

Allegations of Misconduct or Fraud

Allegations of misconduct or fraud must be addressed by the Bidder to the ILO Treasurer and Financial Comptroller TR/CF (email: TRCF@ilo.org) and to the ILO Chief, Internal Auditor Office (email: IAO@ilo.org). The allegations will be investigated in accordance with ILO's investigating procedures.



**FORMS TO BE COMPLETED
AND
TO BE SUBMITTED BY THE BIDDER**

- **ANNEX II-A:** Acknowledgement of Receipt
- **ANNEX II-B:** Bidder's Declaration Form
- **ANNEX II-C:** Bidder's Information Form
- **ANNEX II-D:** Recent References
- **ANNEX II-E:** Technical Proposal
- **ANNEX II-F:** Financial Offer



International Labour Office

ANNEX II-A

ACKNOWLEDGEMENT OF RECEIPT

To be returned to:

Fax: [Insert number]

E-mail: [Insert Email Address]

Reference: **RFP N° RFP-ILO-CMB-2021-001**

**Hiring company for awareness on Department of Labour services through
production of video, and audio assets and mass dissemination campaign**

☐ WE ACKNOWLEDGE RECEIPT OF ALL TENDER DOCUMENTS FOR THE
ABOVEMENTIONED RFP
(Note: In event of missing elements, contact the ILO Officer in Charge)

☐ WE INTEND TO SUBMIT A PROPOSAL

☐ WE WILL NOT BID FOR THE FOLLOWING REASONS:

.....
.....

Signature:

COMPANY STAMP

Name:

Position:

Tel/Fax:

E-mail:

Date:

BIDDER'S DECLARATION FORM

**Certification to be submitted by a bidder
in an ILO competitive bidding procedure**

RFP N° RFP-ILO-CMB-2021-001 - Hiring company for awareness on Department of Labour services through production of video, and audio assets and mass dissemination campaign

Date:

The ILO expects all participants in its procurement process to adhere to the very highest standards of moral and ethical conduct and transparency, to prevent any conflict of interest and not to engage in any form of coercive, collusive, corrupt, or fraudulent practices.

With respect to its proposal submitted in response to the ILO's Invitation to Bid/Request for Proposal mentioned above, the Bidder hereby certifies that:

1. The prices in its proposal have been arrived at independently without consultation, communication or agreement with any other interested companies, competitor or potential competitor with a view to restricting competition.
2. No attempt has been made or will be made by the Bidder to influence any other Bidder, organization, partnership or corporation to either submit or not submit a proposal.
3. The Bidder will not offer, solicit or accept, directly or indirectly, any gratuity, gift, favour, entertainment, promises of future employment or other benefits to or from anyone in the ILO.
4. The Bidder (parent company and/or any subsidiaries) is not identified on, or associated with any individual, groups, undertakings and entities identified on, the list established pursuant to UN Security Council Resolution 1267 (Consolidated List).¹
5. The Bidder (parent company and/or any subsidiaries) will not use the funds received under any contract with the ILO to provide support to individuals, groups, undertakings or entities associated with terrorism.
6. The Bidder (parent company and/or any subsidiaries) is not the subject of any form of sanction imposed by an organization or body within the United Nations System, including the World Bank.

The ILO reserves the right to cancel or terminate with immediate effect and without compensation any offer of or contract arising from this bidding procedure in the event of any misrepresentation in relation to the above certifications.

Definitions of terms used in this declaration:

"coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, another or the property of another to influence improperly the actions of another.

"collusive practice" is any conduct or arrangement between two or more bidders or contractors, designed to achieve an improper purpose, including to influence improperly the actions of another or to set prices at an artificial level or in a non-competitive manner;

"conflict of interest" is a situation that gives rise to an actual, potential or perceived conflict between the interests of one party and another;

"corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of any advantage, in order to influence improperly the actions of another;

"fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, another to obtain a financial or other benefit or to avoid an obligation;

The undersigned certifies/y to be duly authorized to sign this Certification on behalf of the Bidder.

Name and Position

Signature

Date

¹ The Consolidated List can be found at the website: <https://www.un.org/securitycouncil/content/un-sc-consolidated-list>.

BIDDER'S INFORMATION FORM

I, the undersigned, by submitting this Proposal, hereby confirm that these instructions are accepted in full and without restriction, including the proposed ILO Contract being used for this bidding procedure and resulting contract.

1. SUBJECT	
Request for Proposal:	RFP-ILO-CMB-2021-001
Requirements:	Hiring company for awareness on Department of Labour services through production of video, and audio assets and mass dissemination campaign

2. BID SUBMITTED BY A SINGLE ECONOMIC OPERATOR	
Bidder:	

3. BIDDER INFORMATION ¹	
Corporate Name:	
Legal Status:	
Authorised Capital:	
Headquarters Address:	
Place of Business Address:	
Telephone:	
Fax:	
Trade Registered N°:	
VAT N°:	
Date established:	
Permanent Workforce:	
Number of Secondary Offices:	
Names of Main Managerial Staff:	1) 2) 3)
Names and Job Positions of Person Authorized to represent the Company:	1) 2) 3)
Certification (if any):	
Accreditation (if any):	[Type and Validity]

Turnover, Net Income for the past Three Financial Years:				
[Currency]	Year 1 [i.e. 2018]	Year 2 [i.e. 2019]	Year 1 [i.e. 2020]	Average
Turnover				
Net Income (+/-)				
Comments				

¹ This information shall be provided by **each** member of the consortium and any subcontractor(s).

**ANNEX II-C****4. SUMMARY OF WORK DISTRIBUTION**

	Name	Scope of Work/Tasks/Sub-Tasks	% of the Proposal Price
[Bidder]			
[if applicable]			
[Sub-contractor]			
[Sub-contractor]			
[Sub-contractor]			

5. MANDATORY DOCUMENTS

As requested in Annex I, Instructions to Bidders, paragraph 3.1.1 b): Bidder's Information Form, the following documents are attached to this form:

- Certificate(s) conforming that obligations relating to the payment of social security contributions and/or the payment of taxes in accordance with the legal provisions of the country in which the Bidder is established have been fulfilled;
- The proof of declaration and payment of taxes, fees and social security contributions by the Bidder should indicate the state of affairs at the end of the previous fiscal year, bearing the statement "certified true copy", the date and the signature of a person authorized to represent the company;
- A copy of the last three financial statements by the Bidder, certified by independent auditors.

COMPANY STAMP

Signature:

Name:

Position:

Tel/Fax:

E-mail:

Date:

RECENT REFERENCES
RELEVANT EXPERIENCE WITHIN THE PAST FIVE YEARS

Each Bidder will provide, in the sample table below, the reference information of up to three (3) projects carried out by it which are of a similar nature to that which will arise from this RFP. The information must include as a minimum:

- Client name, location, and date of execution;
- Description of project and specifically the work done by the Bidder in the project;
- The Contract value;
- Contact details for checking references.

	Client Name, Location, and Date of Execution	Description of the Project and the Work performed	Contract Value (Currency)	Contact Details for Reference Check
1				
2				
3				



International Labour Office

ANNEX II-E

Template for Technical Proposal
TO BE RETURNED ON BIDDER'S LETTERHEAD

Checklist of Technical Proposal	Yes/No
Part 1: Consultancy Firms' experience	
Part 2: Proposed methodology, work plan and approach	
Part 3: Resource team capacity	

Submitted by: (Agency name and address)

Primary contact person

Name:

Designation:

Contact Details:

Tel:

Email:

Date :

Signature:

Company Stamp:

Part 1: Competence/expertise of the organization:

- 1.1 Provide a brief overview (max 1 page) showing your business continuation in Sri Lanka, and proven previous experience (indicating minimum two campaigns) in handling wide scale media campaign across all channels (TV, Radio, Print, Digital)
- 1.2 Provide a summary of knowledge and previous experience on similar national level media campaigns done in Sri Lanka (max 1 page)

Part 2: Proposed methodology, work plan and approach

- 2.1 Detail of proposed methodology and approach (based on an understanding of the objectives, sound methodology and strategy, and creative approach) (1 page max)
- 2.2 Defined tasks for the scope of work and alignment to the TOR (1 page max)
- 2.3 Detail work plan, including details on specific tasks and timeline as well as contingency measures (1 page)
- 2.4 Provide three sample concepts covering a) Employment Provident Fund b) Women's and Children's Affairs and c) Industrial Relations (3 page max)

Part 3: Resource team

- 3.1 Provide the intended human resources with relevant professional qualification with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject expertise. The team leader should have a minimum of at least 10 years of professional experience in conducting similar scale of national level campaigns. The technical experts should have a minimum at least 5 years of professional experience in their specific area and should have been engaged in similar national level media campaigns. (3 page max)



International Labour Office

ANNEX II-F

Template for Financial Proposal
TO BE RETURNED ON BIDDER'S LETTERHEAD

Checklist of Financial Proposal	Yes/No
Part 1: Cost for video/audio production	
Part 2: Cost for video/audio dissemination	

Submitted by: (Agency name and address)

Primary contact person

Name:

Designation:

Contact Details:

Tel/Fax:

E-mail:

Date :

Signature:

Company Stamp:

Part 1: Video/Audio Production Cost

Part 1.1: Video Production Cost

Main Cost Item	Sub item	Unit Cost(LKR)	No of Units (specify the units)	Total Cost(LKR)
Pre production				
Creative conceptualisation	1.			
	2.			
Production Planning/Casting	1.			
	2.			
Sub total (Pre Production)				
Production				
Professional charges	1.			
	2.			
Equipment Rentals (if relevant)	1.			
	2.			
Art and costumes	1.			
	2.			
Transport	1.			
	2.			
Food and refreshments	1.			
	2.			
Sub total (Production)				
Post Production				
Editing/voicing/mixing/Music	1.			
	2.			
Graphics	1.			
	2.			
Colour grading	1.			
	2.			
Sub total (Post Production)				
Any other Expense (please specify)				
	1.			
	2.			
Sub total (any other expense)				
Grand Total (Video Production)				

Part 1.2: Audio Production Cost

Main Cost Item	Sub item	Unit Cost (LKR)	No of Units (specify the units)	Total Cost (LKR)
Pre production				
Creative conceptualisation	1.			
	2.			
Production Planning/Casting	1.			
	2.			
Sub total (Pre Production)				
Production				
Professional charges	1.			
	2.			
	2.			
Sub total (Production)				
Post Production				
Editing/voicing/mixing/Music	1.			
	2.			
Sub total (Post Production)				
Any other Expense (please specify)				
	1.			
	2.			
Sub total (any other expense)				
Grand Total (Audio Production)				

Part 2: Video/Audio Dissemination

Main Cost Item	Sub item	Intended Reach	Unit Cost (LKR)	No of Units (Specify the units)	Total Cost (LKR)
Electronic Media					
TV	1.				
	2.				
Radio	1.				
	2.				
Sub total					
Social Media					
You Tube	1.				
	2.				
Facebook	1.				
	2.				
Sub total					
Any other Expense (please specify)					
	1.				
	2.				
Sub total (any other expense)					
Grand Total (Video/Audio Dissemination)					

Note:

1. *Bidders cannot change the “Main cost Items” but can include any number of sub items (to indicate detailed break-down) against each Main cost items*
2. *Kindly specify the units under “No of Units” column– Eg: no of person, days etc.*

Total Financial proposal

	LKR
Video Production Cost	
Audio Production Cost	
Video/Audio Dissemination	
Sub total	
VAT%	
NBT%	
Grand Total	

TERMS OF REFERENCE

[Annex III shall consist of the Terms of Reference, Scope of Works, Drawings, etc.- Refer to detailed Annex III attached]

Awareness on Department of Labour services

Terms of Reference (Annex III)

2.1 Introduction

Digital and Social media is currently considered a very popular mean of communication channel where it has been a vital phenomenon in the today's context of social interactions. Digital/Social media is used by citizens all around the world; however, government social media is not being used to its full potential. This is all the more surprising given that social media is the ideal tool for government departments/institutions to reach their audience, the citizens. In contrast, private sector have been utilizing digital/social media for over half a decade and there's a lot we can learn from their activity online that applies to the government. While many businesses are reaping the benefits of digital/social media, decision makers within government departments and agencies are still trying to figure out the best way to approach citizens with the available social tools.

Today, more people are online than ever. It is notable that individual spend considerable amount of time in a day in digital/social media channels i.e Facebook, WhatsApp, YouTube, LinkedIn etc. This should be a wakeup call for government departments that are not on social media. This is where citizens are, and this is how we can reach them; government social media will help departments to connect with citizens directly.

Thus, it is inevitable that government departments, to achieve their desired policy objectives, should start using digital/social media channels to better communicate with the public in a valuable and meaningful way.

On request from the Ministry of Labour, the International Labour Organisation will facilitate the production and dissemination of the digital and social media products on behalf of Department of Labour.

2.2 Background of the Department of Labour (DoL) for the use of social media platforms to aware the stakeholders on its services

Department of Labour is considered as one of the key government institute with a long standing history of providing vital services related to the employment for the workers in the private and semi government sectors of Sri Lanka. Presently, significant numbers visit daily to official premises of Department of Labour located island wide and also to the *Mehewara Piyasa*, the head office at Narahenpita to obtain its services. In order to achieve the mission of the Department of Labour, that is "to contribute to the socio-economic development of Sri Lanka through establishment of a decent work environment within secured industrial peace, while protecting the labour rights", services provided by DoL should also be dynamic. Therefore, to reach a larger audience with the aim of making them aware of the services offered by DoL, the management of the DoL has decided to utilize digital and social media channels.

The digital and social media communication activities contain three communication campaigns, at national level, targeting working community in Sri Lanka based on the following key topics:

1. Employment Provident Fund
2. Women's and Children's Affairs
3. Industrial Relations

ILO is looking to hire an advertising communications agency, herein referred to as the vendor, to develop and provide services related to the communication campaign.

2.3 Scope of work

Under the guidance of the Commissioner General of Labour and ILO Country Director the vendor will be responsible for undertaking the activities listed below:

2.3.1 Key activities to be undertaken by the Bidder

No	Item	Specifications/Description
1	Production of video, and audio, assets	<p>Develop a creative approach and design and produce <u>promotional</u> videos and audio assets for three areas. The assets will be used for a national mass media campaign targeting general public specifically working community in Sri Lanka. The three areas are:</p> <ol style="list-style-type: none"> 1. Employment Provident Fund 2. Women's and Children's Affairs 3. Industrial Relations <p>Under each category up to 10 video assets to be developed along with the corresponding audio assets</p> <p>This includes designing concepts, scripting, storyboarding, V/O, editing, approvals and any other activities required to produce assets of high quality in line with the requirements and the branding guidelines of ILO and the project.</p> <p>Video/audio assets to be approximately 30 seconds (with 10 seconds as appropriate based on the 30 seconder)</p> <p>Each asset to be developed in English with Sinhala and Tamil language adaptations</p>
2	Mass dissemination schedule for campaign (For all 3 campaigns)	<p>Design a mass dissemination schedule for the video and audio assets:</p> <ol style="list-style-type: none"> 1. Employment Provident Fund 2. Women's and Children's Affairs 3. Industrial Relations <p>This should include TV, Radio scheduling on national TV , radio stations (in all three languages), targeting primetime programmes, and programmes with high affinity among target audience.</p> <p>Under each category the reach (viewership and listenership) has to be over 7 million for TV and Radio</p> <p>The schedule should include programmes/stations in English, Sinhala and Tamil</p> <p>Dissemination via online mediums to be included where effective</p>

		<p>Dissemination via innovative channels to reach target audience to be included</p> <p>The cost should include placement costs</p>
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2.3.2 Key responsibilities of the vendor:

The vendor shall provide advice on the communication strategies in terms of the target audience and message dissemination as well as creative approach for the activities listed under appendix-a, and:

- Develop high quality videos and audio materials to support the awareness campaign.
- Propose and deliver on effective media dissemination of the assets developed, across both online and offline channels (Including ATL and BTL where necessary) - the vendor has to identify the best suited media platforms, media houses and if necessary, identify specific programs, channels, or medium to suit the requirements
- Maintain consistency in terms of creative approach and branding
- Provide necessary visibility to Department of Labour
- All assets to be developed in English and adaptations be provided in local languages – Vendor has to ensure best quality in language recognising the target audience
- Present campaign strategy and assets developed to Department of Labour

2.3.3 Desired qualifications/experience

- In- house capacity and experience in media buying and media scheduling across channels (TV, Radio, Print, Digital), with good understanding of how media houses function, and popular programmes, and experience working with media houses and negotiating air-time and media space to the best advantage of the client.
- In-house capacity to undertake PR activities that support the campaign with excellent negotiation skills to work closely with the media houses or the best interest of the client and the Department of Labour
- Experience in organizing outreach and engagement activities including press conferences and activation events
- At least 5 years demonstrated experience in developing and disseminating insight-driven, effective, national level, tri-lingual 360- communication campaigns
- Refer to Technical Proposal Template in Annex II-E for required qualifications

2.4 Support provided by Department of Labour

- Provide detailed briefings for the development of creative assets with awareness messages under each activity
- Guide the vendor in terms of the PR requirements and creative assets development, directing them where necessary, to the requirements of the project and partners
- Provide guidance in terms of DoL branding required
- Provide technical guidance where needed

- Provide technical personalities for activities that require technical personalities
- Provide feedback and timely sign-off to ensure the project runs smoothly
- Provide DoL branding guidelines, and technical guidelines for videography and video animation

2.5 Schedule and Reporting

- The communications activities will commence by 31 July and end by 30 November 2021
- Once the vendor is on board, a detailed communication plan with timelines and the communication approach needs to be developed by the vendor and deliver according to the time line indicated during the briefing
- With each component of the campaign the vendor is required to provide a report in terms of assets developed, approach used, and media reach achieved.

2.6 Completion criteria

At the completion of each activity the vendor is required to handover the final product to the Department of Labour as well as to the ILO office; depending on the activity the final product may differ i.e. video, audio

2.7 Payment term

Payment terms will be agreed upon during the briefing

2.8 Special terms and conditions

- All information and images pertaining to this project will belong to ILO who shall have exclusive rights over their use. Both ILO and the company will adhere to international copyright law.
Partial bidding is allowed separately for video/audio asset production OR dissemination under the following 2 categories : 1. Production of both Video and Audio Assets of all 3 campaigns
2. Mass dissemination of all 3 campaigns

2.9 Proposal requirements:

- Your offer, comprising of a Technical Bid and financial proposal , in separate sealed envelopes, should be submitted in accordance with Section 2.3.1 of this ToR – “Key activities to be undertaken by bidder” (please note that production of video, audio, assets is only required for Employment Provident Fund, Women’s and Children’s Affairs and Industrial Relations).
- The bidder must submit the Technical and Financial Proposals in separate sealed envelopes mentioning **“Technical Proposal – Awareness on Department of Labour Services -RFP-ILO-CMB-2021-001”** and **“Financial Proposal – Awareness on Department of Labour Services-RFP-ILO-CMB-2021-001 ”** on the top left corner of respective envelopes to the following address on 12th July 2021 by 12:00pm (Sri Lanka Local time) :
The Country Director,
International Labour Organization
202-204, Baudhaloka Mawatha,
Colombo 07, Sri Lanka.

OR

In a event of continue the current movement restriction, an electric submission will also consider

as a valid submission. Kindly submit the Technical proposal to CMB-TECHNICAL@ilo.org indicating subject line “ Technical Proposal -Awareness on Department of Labour services- RFP-ILO-CMB-2021-001 ” and the Financial proposal to CMB-FINANCE@ilo.org indicating subject line“ Financial proposal -Awareness on Department of Labour services-Financial Proposal - RFP-ILO-CMB-2021-001”.

- The consulting firm/organization will be chosen following ILO procurement rules/procedure on evaluation by an ILO team of professionals and sign the Contract for the expected activities and outputs as per the TOR.
- Cumulative Evaluation Method will be used for this procurement exercise and contract will be awarded to the highest scorer(s) in cumulative analysis considering Technical and Financial Evaluation.
 - The Technical proposal will contain 70% and financial proposal will contain 30% weight whereas Technical Evaluation passing score is 70%. Any firm that scores less than 70% in Technical Evaluation shall not be considered for financial evaluation.
- Financial proposal
 - Pricing for each activity as per the template (refer Annex II-F)
- ***Financial weighted score, out of 30:***
- The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other financial proposals receive points in inverse proportion. The suggested formula is as follows:
 - $p = y (\mu/z)$,
 - p = points for the financial proposal being evaluated,
 - y = maximum number of points for the financial proposal (here it is 30),
 - μ = price of the lowest financial proposal,
 - z = price of the financial proposal being evaluated
- Technical proposal Template (Annex II-E) to include the following
 - Provide three sample concepts covering a) Employment Provident Fund b) Women’s and Children’s Affairs and c) Industrial Relations
 - Draft timeframes for activities, specifically indicating the timeframes for the development of creative approaches and video and audio assets
 - Team profile to support vendor’s capacity to deliver on creative, media and PR components
 - Work portfolio to support previous experience in executing national level 360° campaigns (please provide at least 2 previous campaigns)

2.10 Evaluation criteria

Evaluation criteria

Overall technical evaluation criteria:

- ILO will use the Combined Scoring Method which is 70%-30% distribution for technical and financial proposals, respectively. The minimum passing score of technical proposal is 49 points that is equivalent to 70% as well.
- The Technical Proposal will be assessed based on the 3 major criteria as shown in the table below.

Summary of Technical Proposal	Total Points
Part 1: Consultancy Firms' experience	20
Part 2: Proposed methodology, work plan and approach including the three sample concepts covering a) Employment Provident Fund b) Women's and Children's Affairs and c) Industrial Relations	40
Part 3: Resource team capacity	10
Total	70

Details of evaluation criteria and marking scheme:

Part 1: Competence/expertise of the organization:

No	Criteria	Points
1.1	Brief overview showing your business continuation in Sri Lanka, and proven previous experience (indicating minimum two campaigns) in handling wide scale media campaign across all channels (TV, Radio, Print, Digital)	10
1.2	Summary of knowledge and previous experience on similar national level media campaigns done in Sri Lanka	10

Part 2: Proposed methodology, work plan and approach

No	Criteria	Points
2.1	Detail of proposed methodology and approach (based on an understanding of the objectives, sound methodology and strategy, and creative approach)	10

2.2	Defined tasks for the scope of work and alignment to the TOR	4
2.3	Detail work plan, including details on specific tasks and timeline as well as contingency measures	5
2.4	Three (3) sample concepts covering a) Employment Provident Fund b) Women's and Children's Affairs and c) Industrial Relations	21

Part 3: Resource team

No	Criteria	Points
3.1	Provide the intended human resources with relevant professional qualification with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject expertise	5
3.2	Relevant professional qualifications of resource team. The team leader should have a minimum of at least 10 years of professional experience in conducting similar scale of national level campaigns (specially in emergency communication context) The technical experts should have a minimum at least 5 years of professional experience in their specific area and should have been engaged in similar national level media campaigns.	5



International Labour Office

ANNEX IV

**TERMS AND CONDITIONS APPLICABLE TO ILO CONTRACTS
FOR SERVICES**

[https://www.ilo.org/wcmsp5/groups/public/---ed_mas/---
inter/documents/legaldocument/wcms_768752.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_mas/---inter/documents/legaldocument/wcms_768752.pdf)