



Call for Expressions of Interest (EOI)
Ref. UNDPSO-EOI-2015-XXX :
Prequalification of Media Companies for Provision of Media Outreach Services for UNDP Somalia

The United Nations Development Programme in Somalia (UNDP) invites interested companies, institutions, associations and/or consortiums with experience in areas relevant to formulate, manage and implement specific media outreach components with regard to UNDP programming in the Federal Republic of Somalia, to submit an Expression of Interest (EOI) in accordance with the guidelines hereby provided;

The preferred service provider is one who can not only clearly demonstrate the current requirement, but also presence and experience across all locations in Somalia, and the wider East African and Horn of Africa Region on similar projects.

This EOI will form the basis for a shortlist of service providers who shall be invited to participate at the Request for Proposal (RFP) stage.

Background and Objectives

In line with its corporate mandate, and support to the Federal Government of Somalia (FGS), UNDP is working with the Government and Somali people to find solutions that work for them so as to design sustainable development interventions aimed at building sustainable, indigenous capacity to foster a peaceful and lasting recovery after two decades of internal conflict.

In order to make all Somali people feel part of the peacebuilding and state-building process, the process needs to be inclusive and participatory so as to best achieve legitimacy of government and sustainable peace. Therefore, the citizenry must be engaged in discussion at all stages of the process.

The media outreach exercise seeks to promote transparency, involvement and accountability by ensuring that key information about Somalia's current developmental, political, governance and electoral processes are made available to citizens through traditional media outlets and media products, namely, public service announcements (PSAs) radio and television documentaries; newspaper and web advertisements. This exercise will simultaneously raise awareness on, and stimulate public participation in Peacebuilding and State-building Goals (PSG) dialogue, and provide valuable feedback on the state-building process and design of UNDP development interventions from an informed point of view. Most significantly, it will support the FGS in its pursuit to attain the PSG objectives as defined by the Somali Compact

Scope of Work

Based on specific project information and other technical information provided by UNDP and other relevant stakeholders, the Contractor should be able to produce:

- Radio PSAs with relevant script in Somali language
- Radio dramas with relevant script in Somali language (theme and technical information will be provided by UNDP and other relevant stakeholders).
- Television news documentaries with scripts based on the themes and technical criteria provided by UNDP and relevant stakeholders
- Broadcast of radio dramas with scripts national and local radio stations
- Broadcast of radio call-in shows by national and local radio stations
- Focus Group Discussions and measurement of audience (viewership, listenership) and analyses of reception of key messages
- Design advertisements for publication in various national newspapers based on technical information provided by UNDP.
- Broadcast of web advertisements on Somali news websites originating from all parts of the country
- Coverage and travel to all parts of Somalia

Eligibility Criteria

Eligibility Criteria	Submission Details/Documents Required																					
Legal Status	Certificate of registration/incorporation i.e., <ul style="list-style-type: none"> • Proof of registration in Country of Origin. • Proof of operational presence in Somalia 																					
Organization profile and details	Clear organization profile and structure of the organization indicating :- <ul style="list-style-type: none"> • Organization's vision, mission and objectives • Management structure • List of directors • List of associate firms/subsidiaries holding 5% or more of the stocks and other interests, or its equivalent. • Members of the Governing Board and their Designations duly certified by the Corporate Secretary, or its equivalent document if Applicant is not a corporation • Proof of membership to professional associations if any. 																					
Proof of tax registration & Payment	Tax registration and current Payment certificate(s) issued by the relevant tax authority in the country of registration demonstrating that the Applicant has met its tax obligations, or where applicable, a certificate of tax exemption if any such privilege is enjoyed by the company.																					
Financial Capacity	Audited company financial statements (balance sheet and income statement) and auditors report for the last two years (2013 and 2014)																					
Technical capacity (Demonstrated ability to comply with the Scope of Work).	A team of experienced staff and managers with an understanding of provision of media outreach services in fragile and post conflict states. <ul style="list-style-type: none"> • Experience in the provision of media outreach services, production of PSAs demonstrated by proof of past media outreach services provided including copy of materials/URL produced • Experience in designing media products (radio, television, web, print) in English and Somali languages evidenced by submission for past design of media product provided with list and samples of projects • Number of support staff; CVs of key management staff and staff that will be involved on the project (team leader, production specialists, specialized technical staff, and skilled administration and financial personnel). • Availability of state of the art information technology (computers) and production equipment, as well as functioning office facilities evidenced by list of IT equipment and other media services production equipment with the location of the equipment (i.e. Somalia or other country to be specified). • Ability to conduct audience Focus Group Discussions or ability to measure audience viewership/listenership as well a monitor the frequency the web advertisements are read • Ability to monitor impact and audience reaction to messages. • Experience in producing media services for broadcast purposes in a timely fashion in Somalia. These products should have been produced within the past three years and should describe projects, timely delivery, and demonstrate geographical coverage • Must have been in operation for at least three years 																					
Experience in producing media outreach broadcast services	<p>Please use below format starting with your most recent projects and continue in reverse chronological order</p> <table border="1" data-bbox="523 1733 1385 1984"> <thead> <tr> <th data-bbox="523 1733 624 1861">Name of project</th> <th data-bbox="624 1733 708 1861">Client</th> <th data-bbox="708 1733 826 1861">Contract value (USD)</th> <th data-bbox="826 1733 922 1861">Period of activity</th> <th data-bbox="922 1733 1066 1861">Types of activities undertaken</th> <th data-bbox="1066 1733 1203 1861">Status or Date completed</th> <th data-bbox="1203 1733 1385 1861">References contact details (name, phone email)</th> </tr> </thead> <tbody> <tr> <td data-bbox="523 1861 624 1906"></td> <td data-bbox="624 1861 708 1906"></td> <td data-bbox="708 1861 826 1906"></td> <td data-bbox="826 1861 922 1906"></td> <td data-bbox="922 1861 1066 1906"></td> <td data-bbox="1066 1861 1203 1906"></td> <td data-bbox="1203 1861 1385 1906"></td> </tr> <tr> <td data-bbox="523 1906 624 1984"></td> <td data-bbox="624 1906 708 1984"></td> <td data-bbox="708 1906 826 1984"></td> <td data-bbox="826 1906 922 1984"></td> <td data-bbox="922 1906 1066 1984"></td> <td data-bbox="1066 1906 1203 1984"></td> <td data-bbox="1203 1906 1385 1984"></td> </tr> </tbody> </table>	Name of project	Client	Contract value (USD)	Period of activity	Types of activities undertaken	Status or Date completed	References contact details (name, phone email)														
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References of Corporate Clients	A minimum of three (3) credible references from UN/diplomatic missions or other international agencies and multinational organisations for provision of media outreach services for the past three (3) (please include contact details [name, telephone number and email address]).															
Quality Assurance Certification	(E.g. ISO 9001, etc) and/or other similar certificates, accreditations, awards and citations received by the Proposer (if any).															
Declaration of Litigation	Litigation history on past and current over the last five (5) years, as summarised below (if any) <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Other party(ies) involved</th> <th>Brief description/nature of dispute</th> <th>Status</th> <th>Amounts involved (USD)</th> <th>Final resolution if already concluded</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Other party(ies) involved	Brief description/nature of dispute	Status	Amounts involved (USD)	Final resolution if already concluded										
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Gender Sensitivity	Number of women on the Board of the Company and number of women employees															
Screening against UN Sanctions Lists	The proposed company will be screened against the following list maintained by the UN Security Council Committee http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm															

Conditions for Submission of Joint Venture, Consortium or Association

If the Applicant is a group of legal entities that will form or have formed a joint venture, consortium or association at the time of the submission of the EOI, they shall confirm in their Application that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the joint venture jointly and severally, **and this shall be duly evidenced by a duly notarized Agreement among the legal entities**, which shall be submitted along with the EOI; and (ii) if they are short-listed to participate in the RFP and subsequently awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.

After the EOI has been submitted to UNDP, the lead entity identified to represent the joint venture shall not be altered without the prior written consent of UNDP. Furthermore, neither the lead entity nor the member entities of the joint venture can:

- a) Submit another EOI, either in its own capacity; nor
- b) As a lead entity or a member entity for another joint venture submitting another EOI.

The description of the organization of the joint venture/consortium/association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the EOI, both in the Application and the Joint Venture Agreement. **All entities that comprise the joint venture shall be subject to the eligibility and qualification assessment by UNDP.**

Where a joint venture is presenting its track record and experience in a similar undertaking as those required in the RFP, it should present such information in the following manner:

- a) Those that were undertaken together by the joint venture; and
- b) Those that were undertaken by the individual entities of the joint venture expected to be involved in the performance of the services defined in the RFP.

Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the joint venture or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.

If a joint venture's Proposal is determined by UNDP as the most responsive Proposal that offers the best value for money, UNDP shall award the contract to the joint venture, in the name of its designated lead entity. The lead entity shall sign the contract for and on behalf of all other member entities.

Submission details

This Expression of Interest and accompanying documents must be received no later than **January 4, 2016, 14.00 hours (Kenya time)**.

ELECTRONIC SUBMISSION

- Please e-mail your Expression of Interest to the **mandatory** official submission email address: bids.so@undp.org
- Mandatory subject of the email: **"Ref. UNDP SO- EOI-2015-xxx : PREQUALIFICATION OF MEDIA COMPANIES FOR PROVISION OF MEDIA OUTREACH SERVICES FOR UNDP SOMALIA " DO NOT OPEN BEFORE JANUARY 4, 2016**
- Format: **PDF files only. Zip, RAR and JPEG files must not be used.** Proposers should check the attachment format prior to submissions. UNDP will not be responsible if attachments are in other formats that cannot be opened without additional software
- Maximum file size per transmission is **5MB per transmission**. There is no restriction on the number of files sent but each transmission must be labeled, for example, 1 of 2.
- **Proposals submitted to personal UNDP email addresses will not be considered.**

Notes:

1. Interested Companies/Organisations must provide information indicating that they are qualified to perform the services (brochure, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc). Companies/organisations may associate to enhance their qualifications. However, in such instance, the criteria for eligibility of joint ventures, consortium or association above will apply).
2. The EOI and accompanying documents must be received in accordance with instructions provided. EOI submitted to a different email address other than the mandatory [bids.so@undp](mailto:bids.so@undp.org) email or copied to personal UNDP email will not be considered.
3. EOI from applicants failing to provide the complete information to fulfill the basic eligibility criteria will be considered non-responsive.
4. EOI received after the above deadline will not be considered
5. Companies will be selected in accordance with the procedure set out in the UNDP Procurement Guidelines and UNDP Financial Rules and Regulations.
6. EOI from applicants failing to provide the request information will be disregarded. Requests for Proposals and any subsequent purchase order will be issued in accordance with the Rule and Procedures of UNDP
7. This EOI does not entail any commitment on the part of UNDP, either financial or otherwise. UNDP reserves the right to accept or reject any or all EOI without incurring any obligation to inform the affected applicant(s) of the grounds.

Interested companies may obtain further information on this EOI by sending a written enquiry via email to debbie.wandera@undp.org cc; Jennifer.nielsen@undp.org. This email address is provided for inquiries and is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was officially received. **Applicants are required to submit their queries in writing; telephone enquiries will not be accepted.**

For more information about UNDP Somalia, please consult the UNDP Somalia Country Office website at <http://www.so.undp.org/content/somalia/en/home.html>

PLEASE DO NOT SUBMIT FINANCIAL OFFERS AT THIS STAGE

Jennifer Nielsen
Procurement Specialist
UNDP Somalia Country Office.