DRC DANISH REFUGEE COUNCIL

Annex A.1 Technical Bid Form

RFP reference number: [DRC-RFP-09112023-CCY-SAH]

	DRC to complete	Bidder to complete
	Specification (refer to the RFP invitation letter and the Terms of Reference)	**Bidder's proposal**
Bidder Eligibility, Qualification, Experience Required,Skills and knowledge,Language requirements including the technical Proposal		
Eligibility	-The consultant can be situated either within Yemen or outside of Yemen. If a consultant is located outside of Yemen, having a partner within Yemen would offer an additional advantage. -The consultant has the authorisation to work in Yemen or has a partner with authorization that can work in Yemen. -Tax registration certificate and Valid Bussines Registration documents	
Qualification	At least one team member has a bachelor's or master's degree in communications, public relations, journalism, marketing, advertising, or a related field.- Updated CV in own format outlining the consultant company / individual background and experience. The updated CV of the consultant that clearly spells out qualifications and experience including field of expertise, describing the nature of business, academic recognition, licenses, certifications, accreditations. -Provide Reference(s) -Provide CV of key personal offered to perform the consultancy services -Provide copy of the academic certifications	
Experience	_At least one team member has minimum of 2 years of experience handling communications and visibility consultancies or in a communications and visibility role within humanitarian settings. Experience developing communications and visibility products for DG ECHO will be an added advantage. _Relevant sector experience doing similar communication and visibility activities -Demonstrated experience providing communications and visibility services to humanitarian organizations. please provide evidence of existing or previous similar work accepted contracts at least 2 contracts with humanitarian organizations.Experience documents should be submitted with the bids including the following (track record, list of clients for similar services as those required by DRC indicated in the TOR, indicating description of contract scope, contract duration, contract value, contact references (proof of successful completion of similar experiences in last years – proof for evidence).	
Skills and knowledge	_A solid understanding of Yemen's cultural/economic context -Excellent written and verbal communication skills are essential. Consultants need to effectively convey messages to various audiences through different channels. -Consultants should be able to develop strategic communication products and campaigns aligned with the CCY's goals and target audience. -Creativity is developing fresh and impactful communications content, and campaigns	
Language requirements	_Written and spoken fluency in English language. -Working knowledge of Arabic is an advantage.	
Proposal	Technical proposal: -Understanding and interpretation of the TOR -Methodology and design issues to be used in undertaking and achieving the above objectives and deliverables -Time and activity schedule -Project timeline and ability to meet key milestones and deliverables. Proposals will be evaluated based on the following criteria: •Demonstrated experience providing communications and visibility services to humanitarian organizations. •Quality and feasibility of the proposed approach to developing and implementing a comprehensive communications and visibility strategy. •Quality and feasibility of the proposed approach to developing and implementing a social media strategy. •Quality and feasibility of the proposed approach to developing and implementing a media pitches and media relations strategy. •Quality and feasibility of the proposed approach to developing and implementing a communications content management strategy. •Quality and feasibility of the proposed approach to developing and implementing a branding strategy. •Quality and feasibility of the proposed approach to developing and implementing a crisis communications plan. •Project timeline and ability to meet key milestones and deliverables. •Budget and cost-effectiveness	
Key Personnel	List names, position, qualifications and relevant experience of each of the key personnel *(including a CV/resume for each of the key personnel)*	
Reference	Name, contact detail and the description of work done At least two relevant references from the last past Four (4) years	
	Name, contact detail and the description of work done	
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Deliverables	List and describe the expected outputs to be delivered *(e.g. Plan, scope of work, manual, system, training,..)*	
	Outline statement of proposed methods, set out how to provide the services and a description of how to obtain all requisite permits and other authorizations from the relevant authorities in relation to the Services	
Please refere to the Term of reference -Annex F section 8 and the invitation letter Section A-Administrative Evaluation and submit all requirements and supporting documents including any other supporting documents required to support the mandatory requirements and the Technical evaluation criteria		

DRC to complete		***Bidder to complete***	
Max. completion time required (Month after contract signature):	Six months no later than 30th April 2024	**Completion time offered (days after contract signature):**	
Minimum bid validity period required:	30 Days	**Bid validity period offfered:**	
Additional comments to bidders: **-Administrative Evaluation:** **Please submit all requirements indicated in section-A -Administrative Evaluation Table in the invitation Letter including all other requirements in the term of reference Annex F.Upon completing the bid opening and the Preliminary Administrative Evaluation ,the tender opening committee may , on a case by case basis, provide additional 48 hours for bidders to submit any missing non crucial documents/information that are not considered a material requirements to the tender and only for non-sub substantial documents that wouldn't alter the outcome of the supplier´s bids.** **-Technical Evaluation** **1-Bidder qualifications(55%)** **2-Proposed services (documented by the technical proposal)(45%)** **Please refere to the technical criteria indicated in the invitation letter for more elaboration of the breakdown of each criteria and scoring and rateing mechanism and term of reference Annex F and submit all documents required for each criteria .bids shall respond to all criteria, or their bid may be disqualified.** **Bidders must comply with all requirements and submit all requirements indicated in the Invitation letter,Term of Reference-Annex F Plus all other required documents .Failing to submit any of the requirements might result in disqualifying the bid.** **-Bidder should submit complete proposals including the work plan, expected deliverable,any all documents meeting and responding to all requirements and the evaluation criteria** **- The consultancy firm will utilise its own computers, mobile telephones, and graphics design tools, as required**		**Company Name:** **Contact Person:** **Address:** **Email Address:** **Signed by a duly authorized company representative:** **Title:** **Print Name:** **Stamp of company**	