

DOCUMENT I: Bidding Information

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1 INTRODUCTION

1.1 General

- 1.1.1 The UNWTO invites proposals by email for “Marketing Plan implementation for UNWTO Tourism Online Academy”.
- 1.1.2 The World Tourism Organization is a specialized agency of the United Nations with legal personality and subject to International Law.
- 1.1.3 The Bidder shall unconditionally accept the terms and provisions in this document, including but not limited to the rules and procedures of the UNWTO.
- 1.1.4 The time limits established in the bidding documents shall be construed as calendar days unless expressly indicated otherwise. In the event that the day of expiration of a time limit is not a working day for the UNWTO, or when the latter is not open to the public on that day for any reason, such expiration shall be deemed moved to the next working day.
- 1.1.5 Alternative or incomplete bids shall not be accepted.
- 1.1.6 Only one bid per Bidder shall be accepted.

1.2 Eligible Bidders

- 1.2.1 Bids submitted by a joint venture or group of two or more firms must meet the following requirements:
 - (a) The bid shall be signed so as to be legally binding on all members of the joint venture or group;
 - (b) All parties shall be jointly and severally responsible for fulfilling the contract;
 - (c) One of the members of the joint venture or group shall be designated as its representative, who shall be authorized to incur obligations and receive instructions for each and every one of the members of the joint venture or group;
 - (d) The joint venture shall provide an address for communications.

1.3 Cost of Bidding

- 1.3.1 The Bidder shall bear all costs associated with the preparation and submission of its Bid, and the UNWTO shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

2 BIDDING DOCUMENTS

2.1 Examination of the Bidding Documents

- 2.1.1 The Bidder is expected to examine all instructions, forms, terms and specifications contained in the bidding documents. Failure to follow instructions contained in these documents will be at the Bidder's risk and may affect the evaluation of the Bid.

2.2 Consultations and Clarifications of the Bidding Documents

- 2.2.1 A prospective Bidder requiring any clarification of the Bidding Documents may request it in writing in Spanish, by e-mail at:

E-mail: procurement@unwto.org

Process: N° RFP/IDT/2020-02 "Marketing Plan implementation for UNWTO Tourism

Online Academy"

- 2.2.2 A prospective Bidder requiring any clarification of the Bidding Documents may request it from the UNWTO, provided the request is received before **23rd October 2020 at 17:00 pm** (Madrid local time). The responses to all requests received by the due date will be posted on the UNWTO website, at least **ten (10) days** before the deadline for submission of the bid (including the corresponding question without identifying the source of request) set out in Clause 4.1.1. No anonymous queries or individualized inquiries will be considered.

- 2.2.3 Queries or requests for clarification received after the deadline established in Clause 2.2.2. or requests sent to an e-mail addresses other than that indicated in Clause 2.2.1 shall not be considered.

2.3 Amendments to the Bidding Documents

- 2.3.1 **Ten (10) days** before the deadline for submission of bids laid down in Clause 4.1.1., at the latest, the UNWTO, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may amend the bidding documents. The amendments shall be posted on the UNWTO website.

- 2.3.2 It is the responsibility of the Bidder to review the website of the UNWTO, to check for the posting of clarification and/or amendment notices.

3 PREPARATION OF BIDS

3.1 Language of Bid

- 3.1.1 The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the UNWTO shall be written in English.

3.2 Form of submission of the Bid

3.2.1 Bids shall be submitted in an email with two (2) files, A and B, attached, with each containing the following:

FILE A:

The technical bid shall be included in **FILE A** and shall consist of the following documents:

1) General and administrative documentation:

- (a) Document providing information for contacting the Bidder (Annex 1, Document IV)
- (b) Document sufficiently accrediting the powers of representation of the signatory of the offer. If the signatory of the bid acts as a representative of the bidding company, such document shall be accompanied by documentation accrediting the personality of such representative (identity card) and sufficient powers allowing such representative to participate in the process on behalf of the represented party and authorization to submit the bid (Annex 2, Document IV)
- (c) Declaration of being current with tax and social security obligations (Annex 3, Document IV)

2) Accreditation of technical and professional qualification:

- a) Bidder's General Information and Experience Form (Annex 4, Document IV):
 - Bidder's General Experience: each company shall submit, duly completed, the General Information and Experience form
 - Bidder's Specific Experience: each company must present evidence and references of having satisfactorily performed at least two contracts in the last year for the provision of services similar to those requested in this tender

3) Technical bid

- a) Services offered shall comply with Terms of Reference requested and should include a marketing plan (Annex 5, Document IV). The marketing plan must contain a marketing campaign proposal for promoting the UNWTO Tourism Online Academy (described in Annex V) and its courses in English and capturing the largest number of registered users on the UNWTO Tourism Online Academy and incrementing the number of finished courses (both paid and free). The marketing plan should include:
 - Detailed media plan for getting advertising messages to the largest number of people in the target for the lowest possible cost.
 - Detailed creative plan describing what kind of ads they would design and implement for which supports.
 - Expected KPIs: number of new users, number of impacts, number of courses and issued certificates, etc.

FILE B:

The financial bid shall be included in **FILE B** and shall consist of the following documents:

- a) Form for Submission of the Financial Bid (Annex 6, Document IV) including all services provided (all-inclusive price) and breakdown cost of: advertising platform, agency fee and applicable VAT
- 3.2.2 The submission of a bid shall be sufficient evidence that the Bidder has thoroughly examined the documents comprising the tender, has obtained satisfactory clarification of any unclear or doubtful point, has accepted that the documents are complete, and knows and accepts the rules governing this Tender. Also, submitting a bid shall be evidence that the Bidder accepts in their entirety, should it be awarded the contract, the terms and conditions set out in the model contract included in the tender documents (Document II)

3.3 Format and Signing of the Bid

- 3.3.1 The Bidder shall prepare and submit by email two separate files, each containing the required documents clearly identified and signed and stamped by the person(s) duly authorized to commit the Bidder to the bid submitted.
- 3.3.2 The Bid should have no interlineations, erasures or overwriting, except when necessary in order to correct errors by the Bidder, in which case such corrections shall be signed by the person or persons signing the Bid.
- 3.3.3 The Bid submitted shall follow the model forms included in Document IV and shall be properly numbered and signed.
- 3.3.4. Files A and B shall:
 - (a) Be sent to the UNWTO to the email address indicated in the Invitation to Tender of these Bidding Documents; and
 - (b) Refer to “Nº RFP/IDT/2020-02 - Marketing Plan implementation for UNWTO Tourism Online Academy”, and show the following instruction: “DO NOT OPEN BEFORE”, which shall be completed with the time and date specified in the Invitation to Tender of the tender documents for the Opening of Bids, in accordance with clause 4.1.1. below.
- 3.3.5. The body of the email must include the following:

Nº RFP/IDT/2020-02 “Marketing Plan implementation for UNWTO Tourism Online Academy”

To the attention of: IDT

BIDDER: [indicate name, address, fax and telephone] WARNING: DO NOT OPEN AT RECEPTION OFFICE OR BEFORE THE DATE AND TIME OF THE DEADLINE FOR THE SUBMISSION OF BIDS.

4. SUBMISSION OF BIDS

4.1. Deadline for submission of bids/Late bids

- 4.1.1. Bids must be submitted before **17:00 (Madrid local time) of 17 / 11/ 2020** at the following email address: TOA@unwto.org
- 4.1.2. The UNWTO may, at its discretion, extend the deadline for submission of bids by amending the Bidding Documents in accordance with Clause 2.3.1 to a later time, in which case all rights and obligations of the UNWTO and Bidders previously subject to the deadline will thereafter be subject to the new deadline.
- 4.1.3. Any Bid received by the UNWTO after the deadline for Submission of Bids shall not be considered for evaluation.

4.2. Modification and Withdrawal of bids

- 4.2.1. The Bidder may withdraw its Bid after submission, provided that the UNWTO receives notice of withdrawal in writing before the deadline for submission of bids.
- 4.2.2. No Bid may be modified after the deadline for submission of bids.
- 4.2.3. No Bid may be withdrawn in the interval between the deadline for submission of bids and the expiration of the period of bid validity.

5 BID VALIDITY PERIOD

- 5.1 Bids shall remain valid for ninety (90) days after the date of submission of bids established by the UNWTO in Clause 4.1.1.
- 5.2 In exceptional circumstances, the UNWTO may request the Bidder's consent to extend the validity period. The request and the responses shall be made in writing. Bidders granting the request shall not be required or permitted to modify their Bids.

6 OPENING AND EVALUATION OF BIDS

6.1. Opening of Bids

- 6.1.1 UNWTO will open all Bids as described in article 6.4 in the presence of an Evaluation Panel.
- 6.1.2 UNWTO shall prepare the corresponding Bid Opening report.
- 6.1.3 In the opening, no bid will be rejected except for late bids, which shall be returned unopened to the Bidder.

6.2. Clarification of Bids

- 6.2.1. To facilitate the examination, evaluation and comparison of bids, the UNWTO may, at its discretion, ask the Bidder for clarification regarding its Bid.
- 6.2.2. The request for clarification and the response shall be in writing, and no change in the price or the content of the Bid shall be requested or permitted.
- 6.2.3. Clarifications submitted by bidders that are not in response to specific clarifications requested by the Evaluation Panel shall not be considered.

6.3. Preliminary examination

- 6.3.1. Prior to the detailed evaluation, UNWTO shall determine whether the bids are substantially responsive to the Invitation to Tender. A substantially responsive Bid is one that conforms to all the terms, conditions, and specifications of the Bidding Documents without material deviation.
- 6.3.2. UNWTO shall examine the Technical Bids to determine whether they are complete, whether the documents have been properly signed, whether the required documentation is present and whether, in general, the bids are in order.
- 6.3.3. During the examination of the Financial Bids, arithmetical errors will be rectified on the following basis:
 - (a) If there is a discrepancy between the unit price and the total price obtained by multiplying the unit price by the quantity, the unit price shall prevail and the total price shall be corrected. If the Bidder does not accept the correction of errors, its bid shall be rejected.
 - (b) If there is discrepancy between words and figures, the lower amount shall prevail.
- 6.3.4. A Bid determined to be not substantially responsive shall be rejected by UNWTO and may not subsequently be made responsive by the Bidder through the correction of the aspects that fail to comply with the requirements.
- 6.3.5. Determination of compliance with the bidding documents is based on the contents of the Bid itself without recourse to extrinsic evidence.

6.4. Evaluation Criteria

- 6.4.1. The evaluation of bids shall be made under the following criteria:

The first step evaluates the technical proposal according to the evaluation criteria listed in clause

- 6.4.2. For the proposal to be considered technically compliant, the proposer must achieve a minimum score of **735 points**. Proposals not meeting this minimum score will be considered technically non-compliant and will be given no further consideration.

6.4.2. Evaluation and comparison of technical bids

Technical bids shall be evaluated according to the following criteria and scoring:

| Evaluation Criteria | | Maximum score | Company | | | | |
|---|--|---------------|---------|---|---|---|---|
| | | | A | B | C | D | E |
| Expertise and Capability of Proposer. Expertise of organization submitting proposal | | | | | | | |
| 1.1 | Proof of experience, as demonstrated by prior work with international scope projects | 200 | | | | | |
| 1.2 | Demonstrated experience working with the Public Sector and Education Institutions | 200 | | | | | |
| Proposed Work Plan and Approach Proposed methodology | | | | | | | |
| 2.1 | Implementation Services – Timeline and deliverables. | 80 | | | | | |
| 2.2 | Marketing Plan Overall Execution Strategy | 250 | | | | | |
| Resource Plan, Key Personnel Qualification and competencies of proposed personnel | | | | | | | |
| 3.1 | Composition of the proposed team and their work tasks | 70 | | | | | |
| 3.2 | Overview Team members education and professional experience information | 250 | | | | | |
| | | | | | | | |
| | Total Technical | 1050 | | | | | |
| Only proposals which receive a minimum of 735 points will be considered further | | | | | | | |

If complete curriculum vitae of the proposed team cannot be provided because of Protection of Personal Data regulation, please remove all personal information and provide qualification, professional experience, competencies and other relevant information of the proposed personnel for its evaluation according to 3.1 “Composition of the proposed team and their work tasks” and 3.2 “Overview Team members education and professional experience information”.

6.4.3. Evaluation of the financial bids

If the technical evaluation meets the evaluation criteria set in Clause 6.4.1 the Financial Offer will be opened and evaluated.

All prices for the Financial Offer shall be shown in euros (EUR), with a breakdown of: cost of the advertising platform, agency fee and applicable VAT (VAT rate should be presented separately). Fixed costs should be included.

The maximum budget allocated for the project is 50.000 EUR (all cost and taxes included)

The evaluation of the financial bids shall be as follows:

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points on the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price:

$$\text{Score of Price proposal X} = \frac{\text{Max. Score for Price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

6.4.4. Weighting of the technical and financial bids

The overall score for each of the proposals is calculated based on a ratio of **70%-30%** between the technical and commercial proposal.

| Maximum Points | |
|--------------------------|-----|
| Technical Proposal Score | 70 |
| Price Proposal Score | 30 |
| Overall Proposal Score | 100 |

After the evaluation of the financial bids, the points scored by the companies during the evaluation of the technical bids are added in order to obtain the total score of the bids, applying the weighting set out.

6.5. Irresponsible Bids

6.5.1. The UNWTO reserves the right to verify the price and reject any bids deemed disproportionate or irresponsible.

7 AWARD OF THE CONTRACT

7.1 Award Criteria

7.1.1 The Evaluation Panel shall issue a Recommendation of Award to the Bidder that obtained the highest score when adding together the scores of the financial bid and the technical bid, taking into account the weighting of the technical and financial bids set out in Clause 6.4.3.

- 7.1.2 UNWTO reserves the right to accept or reject any Bid, to cancel the tender process and reject all Bids at any time prior to the award of the contract, without thereby incurring any liability to the Bidder(s) concerned or any obligation to provide information on the reasons for the decision of UNWTO.

8 NOTIFICATION OF AWARD AND CONTRACT SIGNING

- 8.1 Prior to the expiration of the period of bid validity, UNWTO shall send to the Bidder selected by the evaluation panel the notification of the award of the contract.
- 8.2 UNWTO shall send the contract in accordance with the model in Annex II to the successful Bidder for its signature within 10 working days.
- 8.3 UNWTO shall notify the other Bidders of the results of the respective evaluations of their bids.
- 8.4 No information relating to the examination, evaluation and comparison of bids, and recommendations for the award of the contract shall be disclosed to the Bidders until the successful Bidder has been notified of the award of the contract.
- 8.5 Each Bidder shall have a right to know only the information related its bid.
- 8.6 To increase the transparency of the process, UNWTO shall publish all contracts awarded on the website of this Office. The information will include the following: short description of the contract, contract amount, contract date and supplier name.
- 8.7 Failure by the successful Bidder to comply with the deadline stipulated in clause 8.2 shall be sufficient grounds for the annulment of the award, in which case the UNWTO may award the contract to the Bidder whose evaluation result obtained second place, or launch a new request for tender.

9 OTHER APPLICABLE CLAUSES

9.1 Code of Ethics

- 9.1.1 Any attempt by a Bidder to influence UNWTO and/or the Evaluation Panel in the evaluation and comparison of bids, or the issuance of a purchase order/contract will result in the rejection of its bid.
- 9.1.2 UNWTO shall reject any proposal for award, or cancel a previously awarded contract, if it determines that the Bidder has engaged in corrupt or fraudulent activities in competing for the contract under this Tender process, or during its performance; and will declare a Bidder ineligible, indefinitely or for a specified period, for the award of a contract with

UNWTO, in such event. For the purposes of this provision, UNWTO defines as follows the terms set forth below:

- (a) **Corruption:** offering, giving, receiving or soliciting, directly or indirectly, anything of value to influence the action of any employee in the procurement process or performance of the contract;
- (b) **Fraud:** intentional misrepresentation or concealment of a material fact in order to influence another to act on that fact to their detriment;
- (c) **Collusion:** agreement or arrangement between Bidders, with or without the knowledge of UNWTO, designed to establish prices at artificial or non-competitive levels; and
- (d) **Coercion:** harming or threatening direct or indirect harm to people or their property, in order to influence their participation in the procurement process or affect the execution of a contract.
- (e) **Illicit Use of Funds:** The Bidder must not be linked to individuals or entities associated with terrorism. In addition, the funds received from UNWTO under the contract resulting from this process may not be used to support such individuals or entities.

The Bidder understands and agrees that UNWTO will cross-check the name of the bidder against the lists established by the United Nations and/or its agencies, and reserves the right to reject the bid if the Bidder is found in such lists.

9.2 Errors and Omissions

- 9.2.1 No Bidder shall be allowed to take advantage of any errors or omissions in the bidding documents. If a Bidder discovers such errors or omissions, it shall be required to notify UNWTO.

9.3 Request for Clarifications or Complaints regarding the final result of the process

- 9.3.1 Each Bidder may request clarification regarding the result of its own evaluation. To maintain the objectivity of the bidding process UNWTO will not respond to requests about the bidding process, until the result of the evaluation process has been notified. The request for clarification must be submitted in writing, in a note signed by the Legal Representative of the appellant, identified in the bid, at the email address procurement@unwto.org.
- 9.3.2 The request for clarification must be submitted no later than three (3) business days after receipt of the notification of the outcome of the evaluation process. Any request received after the deadline established above will not be considered.
- 9.3.3 All requests will be resolved according to the rules of UNWTO, and therefore UNWTO will study the request and respond to the concerned party, also in writing, as soon as possible. If the request is deemed to have no merit or once it has been responded to, the case will be considered closed and the process will continue.
