**CONTRACT NO. : PF/3059/2018**

**Terms of Reference (ToRs)**

**Colombia Prosperity Fund Communications Video**

# Introduction

1. The tender process will be conducted to ensure that the tenders are evaluated fairly to identify the Most Economically Advantageous Tender (MEAT) from the point of view of the purchasing Authority.
2. Account will be taken of any factor emerging from the tender process which impacts a Tenderer’s suitability, relating to information provided by the Tenderer within the Qualification criteria, in particular any additional information which comes to light in respect of its financial standing.
3. Your response to our requirement (as detailed in ATT 1 – Statement of Service Requirements) will be evaluated under the following headings based on a **70:30 Quality-Technical / Price split**. Responses to all of the questions below should be submitted via email to **leidy.heredia@fco.gov.uk** . Bids not submitted via the email address related will not be considered.
4. No importance should be attached to the order in which these criteria are listed. Any tender that is not compliant with the Terms of Reference may be rejected.
5. Bidders must be explicit and comprehensive in their responses to this RFQ. Bidders are advised neither to make assumptions about their past or current supplier relationships with the Authority nor to assume that such prior business relationships will be taken into account in the evaluation procedure.
6. The RFQ process requires that where indicated a separate document is attached against each specific question within the technical questionnaire. Please answer the questions in the correct sequence and clearly identify which question is being answered.
7. There is a separate section within the technical questionnaire for your commercial response – pricing element. It is mandatory that this is submitted in a separate document to the technical answers. This is to ensure that your pricing does not influence the scoring of the technical component. Failure to submit your pricing in the correct location will deem your bid non-compliant and will be removed from the evaluation process.

# General treatment of responses (award criteria and weightings)

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| 1. **Technical (Questions 1.1 – 1.3)** | **Criteria Weighting**  **%** |
| * 1. **Proposed Methodology**   Please provide a clear 2-page method statement outlining your approach to achieving the project objectives and delivering the outputs detailed in the Terms of Reference. Include in your statement strategic insight around methodology as follows:   1. Please explain how you would deliver the two versions of the script. 2. Please outline how you plan to ensure the two videos production, including all logistics and technical procedures. 3. Please detail how you will collaborate with the Embassy and the cities and regions selected for the fund. 4. Please describe how your organisation will manage performance against expected outputs/deliverables and will deliver value for money. | 60% |
| **Total Scoring for this section** | **60%** |
| * 1. **Experience**   Please describe previous experiences where your organisation delivered similar services to those required in these Terms of Reference (Maximum 2 pages). If available, bidders should include evidence showing experience of implementing similar projects. Please ensure you address the following answers:   1. Please describe how you will avail from your organisation’s experience to successfully deliver the support requested in the ToRs. 2. Please attach videos as evidence of relevant experience plus any other relevant evidence (reports; communications materials; advertisements; invitations, etc.). | 20% |
| **Total Scoring for this section** | **20%** |
| **1.3. Resource**  Please detail how your organisation will ensure its workforce including if any subcontractors are suitably trained, qualified, supported, developed and managed to deliver this service? (Maximum 2 pages).  Please provide details of staff who will be deployed to deliver the service skills and experience, your response must include the following;   1. Proposed minimum team structure including rationale and approach to sourcing appropriately skilled and qualified team members. (attached curriculum vitae (two sides of A4) /resume of the senior leadership team). 2. How you will ensure that suitably qualified and experienced staff are available from the start and throughout the project. 3. Please propose a timetable of how you will deliver this work, taking into consideration all logistic work and travel to regions. | 20% |
| **Total Scoring for this section** | **20%** |
| \*Equivalent to 70% of the total weighting | 100% |
| **GRAND TOTAL– Quality/Technical** | **70%** |

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| **1.8 Evaluation Criteria – Pricing & Commercial** | **Criteria Weighting**  **%** |
| **1.8.1** - Competitiveness of fee rates and overall project cost in relation to the market to demonstrate value for money. (ATT 3 – Schedule of Prices & Rates) | 30% |
| \*Equivalent to 30% of the total weighting | **100%** |
| **GRAND TOTAL – Pricing & Commercial** | **30%** |

# Qualification Questions – Assessment Criteria

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| **1.1** | **Company Information** | |
| 1.1.1 | Full name of organisation tendering (or of organisation acting as lead contact where a consortium bid is being submitted). | **Mandatory** |
| 1.1.2 | Registered office address. |
| 1.1.3 | VAT (IVA) Registration number or local equivalent (upload a copy of register) |
| 1.1.4 | Name of immediate parent company. |
| 1.1.5 | Name of ultimate parent company. |
| 1.1.6 | Type of organisation:  i) public limited company  ii) limited company  iii) limited liability partnership  iv) other partnership  v) sole trader  vi) third sector  vii) other (please specify your trading status). |
| 1.1.7 | If (i), (ii), (iii) or (iv) apply, please provide Companies House Registration number or local equivalent (upload a copy of register). If Other, please specify. |
| 1.1.8 | Name, Address, Post Code, Country, Phone, Mobile, Email. |
| 1.1.9 | Provide brief history incl. details of parent and associated companies and any changes of ownership over the last 5 years including details of significant pending developments, changes in financial structure or ownership, buy-outs and closures which are currently in the public domain. |
| 1.1.10 | Give the names and responsibilities of the Executive Directors and Partners of your organisation. |
| 1.1.11 | Are you currently supplying goods and/or services to the Authority? |
| 1.1.12 | If yes in 1.1.11, please provide details. |
| 1.1.13 | Are there any conflicts of interest between your organisation and the Authority or any advisor to the Authority? |
| 1.1.14 | If yes in 1.1.13, please provide details. |
| 1.1.15 | State if your Organisation is in possession of all relevant licences, required by law, to enable you to operate/carry out your business. |
| 1.1.16 | Is it a legal requirement in the State where you are established for you to be licensed or a member of a relevant organisation in order to provide the requirement in this procurement? If yes, please provide details of what is required and confirm that you have complied with this and upload a copy of licenses |
| 1.1.17 | Is your Organisation affiliated to a relevant registered professional body? Is your business registered with the appropriate trade or professional register(s) in the EU member state where it is established (as set out in Annexes IX A-C of Directive 2004/18/EC) under the conditions laid down by that member state) or local equivalent, for Companies based outside of the EU? |
| 1.1.18 | Are there any court actions and/or industrial tribunal hearings outstanding against your Organisation? |
| 1.1.19 | If yes in 1.1.18, please provide details. |
| 1.1.20 | Has your organisation been involved in any court action and/or industrial tribunals over the last 3 years? |
| 1.1.21 | If yes in 1.1.20, please provide details. |
| 1.1.22 | Provide copies of Certificates of Incorporation (where appropriate) and any changes of name, registered office and principal place of business. |
| 1.1.23 | Provide a one page chart illustrating the ownership structure of your organisation including relations to any parent or other group or holding companies. |

# Score Key Assessment (Technical and Commercial Envelopes)

All tenders will be scored as above in accordance with the marking system set out below:

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| **Score:**  **Price / Commercial** | **Score Key Assessment** | **Score: Quality / Technical** | **Interpretation** |
| Most financially attractive to Authority | 4 | Excellent | Satisfies the requirement **with additional benefits**. Good demonstration by the Tenderer of the understanding and evidence to deliver a solution for the required supplies/services. Response identifies tailoring, proactive response, and **factors that will offer potential added value**. |
| Score awarded on inverse percentage difference from most financially attractive offer | 3 | Good | **Satisfies the requirement**. Demonstration by the Tenderer of the understanding and evidence in their ability/proposed methodology to deliver a solution for the required supplies/services. |
| 2 | Minor reservations | Satisfies most requirements with **minor reservations**. Some minor reservations of the Tenderer's understanding and methodology, and/or staffing and experience, with limited supporting evidence or information. |
| 1 | Serious reservations / Non-compliant | **Major reservations** of the Tenderer's understanding and proposed methodology, with lack of information and little or no evidence to support the response, with minimal tailoring. |
| 0 | Unacceptable / Non-compliant | Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the Tenderer has the understanding or suitable methodology, with little or no evidence to support the response. |