

Supply of

4. COMPLETING AND SUBMITTING A PROPOSAL

4.1. Your Proposal must consist of the following four separate documents:

- Signed Declaration of Undertaking (see Attachment 2)
- Pre-Qualification Information (see Section 4.3 below)
- Technical Proposal (see Section 4.4 below)
- Financial Proposal (see Section 4.5 below)

Proposals must be prepared in English.

4.2. Your Proposal must be submitted by email to the IUCN Contact (see Section 2). The subject heading of the email shall be [RfP Reference –

	<p>Demonstrated by past work delivering engaging digital communications and marketing to drive and maintain interest and participation for high-level international events.</p> <p>Key components to include: digital communication strategies, video marketing, organic social media campaigns, paid social media advertising (Meta, X, LinkedIn) Google Ads, YouTube marketing, and acquisition campaigns.</p>	<p>media posts, digital content, digital media partnerships) produced and results. Experience working with environmental organizations and successfully addressing environmental issues in today's context.</p> <p>At least three examples with KPIs and results.</p>	
2	<p>Presentation of innovative and creative ideas tailored to a global and diverse organization such as IUCN.</p> <p>Ability to address associated topics and audiences effectively adapted to different geographic, language and cultural contexts.</p>	<p>Presentation of ideas and approaches.</p> <p>At least three examples.</p>	20%
3	<p>Project Management Approach and Methodology</p> <p>Approach to develop Clear understanding of the event's goals and target audiences.</p>	<p>Detailed approach/workplan development</p> <p>Detailed table and justification of estimated hours needed to deliver each area of work.</p>	30%
4	<p>Capacity to allocate sufficient staff with relevant expertise and experience to execute the plan proposed</p>	<p>Team composition, skills and project experience</p>	20%
5			
TOTAL			100%

Proposals that receive a score of '0' for any of the criteria or an overall technical score below 70% will not be considered further.

5.3.3. *Technical Score*

Your score for each technical evaluation criterion will be multiplied with the respective relative weight (see Section 4.4) and these weighted scores added together to give your Proposal's overall technical score.

5.4. *Financial Evaluation and Financial Scores*

The financial evaluation will be based upon the estimate of the full total price using your estimated quantities in section 4.5.5 above..

Your Financial Proposal will receive a score calculated by dividing the lowest Financial Proposal that has passed the minimum quality thresholds (see Section 5.3.2) by the total price of your Financial Proposal.

Thus, for example, if your Financial Proposal is for a total of CHF 100 and the lowest Financial Proposal is CHF 80, you will receive a financial score of $80/100 = 80\%$

5.5. *Total Score*

Your Proposal's total score will be calculated as the weighted sum of your technical score and your financial score.

The relative weights will be:

Technical:	70%
Financial:	30%

Thus, for example, if your technical score is 83% and your financial score is 77%, you will receive a total score of $83 * 70\% + 77 * 30\% = 58.1\% + 23.1\% = 81.2\%$.

5.6 Only the top-3 proposals will be invited to present their proposals.

Subject to the requirements in Sections 4 and 7, IUCN will award the contract to the bidder whose Proposal achieves the highest total score.

6. **EXPLANATION OF PROCUREMENT PROCEDURE**

6.1. IUCN is using the Open Procedure for this procurement. This means that the contracting opportunity is published on IUCN's website and open to all interested parties to take part, subject to the conditions in Section 7 below.

6.2. You are welcome to ask questions or seek clarification regarding this procurement. Please email the IUCN Contact (see Section 2), taking note of the deadline for submission of questions in Section 3.1.

6.3. All Proposals must be received by the submission deadline in Section 3.1 above. Late Proposals will not be considered.

7. CONDITIONS FOR PARTICIPATION IN THIS PROCUREMENT

7.1. To participate in this procurement, you are required to submit a Proposal, which fully complies with the instructions in this RfP and the Attachments.

7.1.1. It is your responsibility to ensure that you have submitted a complete and fully compliant Proposal.

7.1.2. Any incomplete or incorrectly completed Proposal submission may be deemed non-compliant, and as a result you may be unable to proceed further in the procurement process.

7.1.3. IUCN will query any obvious clerical errors in your Proposal

8. CONFIDENTIALITY AND DATA PROTECTION

- 8.1. IUCN follows the European Union's General Data Protection Regulation (GDPR). The information you submit to IUCN as part of this procurement will be treated as confidential and shared only as required to evaluate your Proposal in line with the procedure explained in this RfP, and for the maintenance of a clear audit trail. For audit purposes, IUCN is required to retain your Proposal

