

**REQUEST FOR PROPOSALS (RFP) INVITATION NOTICE RFP No. RFP/2023/001 PR AND
SOCIAL MEDIA SERVICES FOR THE WORLD GREEN ECONOMY ORGANIZATION
(WGEO)**

RFP Information Table

Issue Date: 31st January 2023

Deadline for Questions: 25th February 2023

RFP Closing Date: 27nd February 2023

RFP Closing Time: (10:00am Gulf Standard Time)

Proposal and Questions Submission Address: info@worldgreeneconomy.org

1. The World Green Economy Organization (“WGEO”) invites proposals for the above-mentioned assignment.
2. Submitting a proposal in response to this RFP constitutes an acceptance of the terms indicated herein and WGEO reserves the right to reject the proposal of any entity that does not comply with, or does not accept, these terms.
3. This RFP shall not be construed as a contract or a commitment of any kind. This RFP in no way obligates WGEO to award a contract, nor does it commit WGEO to pay any costs or expenses associated with the preparation or submission of proposals.
4. For audit and efficiency reasons, this RFP process is being managed electronically, and bidders must email their proposals to info@worldgreeneconomy.org
5. Proposals must be received by WGEO by the RFP Closing Time and on the RFP Closing Date, all as indicated in the above RFP Information Table.
6. Unless otherwise indicated, proposals shall be submitted in pdf and should be split into two separate folders, one for commercial proposal and one for your technical proposal.
7. The subject line of your attachment must be labelled as follows:
 - a. RFP/2023/01/001 - Organization Name – Technical Proposal
 - b. RFP/2023/01/001 - Organization Name – Commercial Proposal
8. All communications with regard to this RFP shall be in writing or via email at info@worldgreeneconomy.org as indicated in the above RFP Information Table.
9. Any communication between a Bidder and WGEO regarding this RFP, which is not through the designated channel (info@worldgreeneconomy.org), may invalidate such Bidder’s proposal.

Classification: Personal

ATTACHMENT A: STATEMENT OF WORK

I. BACKGROUND

The World Green Economy Organization (WGEO) was launched in October 2016 to be owned by a wide range of stakeholders, including state and non-state actors, to promote the green economy agenda, and to serve as an international platform dedicated to facilitate public and private partnerships, and promoting international cooperation and knowledge sharing. WGEO is uniquely placed to provide systematic and holistic catalytic support to the promotion of the green economy, addressing all the various aspects of the promotion of green economy. For more information on WGEO, please visit the organization's corporate website: <http://worldgreeneconomy.org> .

WGEO's mandate is as follows:

A multi-stakeholder organization, as reflected in its governance structure, WGEO serves as the premier platform for international cooperation between State Members and Platform Members (Public Sector, Private Sector, Civil Society, Academia and Youth, Cities, Financial Institutions and International Organizations) to come together in concerted effort towards promoting the green economy agenda to enable and implement bankable and sustainable green projects and programs in the areas of energy, water and infrastructure by linking technology, capacity building and finance.

WGEO's objectives are as follows:

1. Access to technical and financial assistance
2. Transfer of knowledge, technology and green economy tools
3. Dialogue on green economy policies, strategies and methodologies
4. Capacity building
5. Creation of employment opportunities

WGEO has seven platforms which are the key mechanism for the implementation of WGEO's activities, which serve as a framework for the cooperation and collaboration between State Members and Platform Members. Every platform is run by a certain group of stakeholders. These platforms are:

1. Public Sector
2. Private Sector
3. Financial Sector
4. Cities
5. Academia & Youth
6. Civil Society
7. International Organizations

II. SCOPE OF WORK

The scope of work for the RFP responses should include but are not limited to the following activities:

1. PR support:
 - a. Refinement of PR Key Messaging
 - b. Define and implement PR Strategy and calendar for the duration of the contract
 - c. Develop a standardized guideline document for WGEO branding and style writing.
 - d. Create meaningful content that resonates to all stakeholders including prospecting alliance, partners, regulators, and investors.
 - e. Positioning of spokespersons in the media accordingly
 - f. Identification of unique articles and coverage with appropriate and relevant angles
 - g. Monthly press release writing in English to be distributed across local, regional and international media channels
 - h. Ability to create thoughtful and data-backed speeches for a variety of different high-level spokespersons
 - i. Leverage storyboards and creative briefs to ensure that the content is consistent with the brand positioning and messaging.
 - j. Interview spokespersons for specific content where required
 - k. Provide monthly reports on coverage achieved and analyze the results from the brand perspectives
 - l. Development of a monthly newsletter highlighting the major achievements and initiatives of the WGEO
 - m. As and when required, provide insights to the cross-functional teams.
2. Social Media support:
 - a. Develop and implement social media strategy, including image and caption style
 - b. Creation of social media content plan every 2 weeks for pre-approval
 - c. Attend events where WGEO is present for live coverage across required channels
 - d. Design and implement creative social media campaigns which support WGEO objective of raising awareness and educating
 - e. Optimize, maintain, monitor and lead the allocated platforms and any marketing strategies carried out in them: Facebook, Twitter, Instagram, YouTube, Pinterest, etc.
 - f. Playing a brand consulting/advising role with regard to the online environment: opportunities, threats, new initiatives, development of digital identity and online presence
 - g. Establish metrics, connect it with the goal of each campaign and provide monthly reports on social media activity
 - h. Use multiple channels and various platforms to amplify and eradicate key messages to reach intended audience and maximize outreach
3. Events support:
 - a. Vetting and landing various opportunities for conferences, in-person events, webinars, etc.
 - b. Leading the accompanying presentation decks, talking points, emcee speeches, etc.
 - c. Making sure that the experiential marketing event produces positive earned media exposure.
 - d. Draft and distribute media invitations for events and press conferences
 - e. Draft, translate and distribute media Q&A's for events where required
 - f. Develop a briefing document for the spokespersons for various events
4. Coordination

- a. Coordinate the distribution of the above scope for content in Arabic from WGEO approved contractors
- b. Coordinate the distribution of photographic and video content from WGEO approved contractors
- c. Spotting trends, ensuring that WGEO gets ahead of the curve before a news topic is vital.
- d. Understanding how people perceive WGEO as brand and take proactive measures to ensure those feelings are positive (reputation management)

III. TIMEFRAME AND DELIVERABLES

The contract will be in place for 3 calendar months as a trial and will be open for renewal for one calendar year based on quality of deliverables.

IV. CONTRACTOR REQUIREMENTS

WGEO is looking for the following team members from the Contractor to be involved:

1. One senior account manager to be focal point for all communication.
2. One senior English copywriter with the deep and broad understanding of and extensive experience in the subject of green economy
3. One senior Arabic copywriter and translator
4. One social media/digital expert for all content
5. Creative and experienced digital team to provide social media assets and support.

V. CONDITIONS

a) Technical directions The Contractor will be a supplier to WGEO and will act as vendor working under the overall guidance of the WGEO Director General and GCN-UAE Executive Director.

b) Logistical aspects The Contractor would assign at least one team member to be based in WGEO office throughout the duration of the service contract. The Contractor will be responsible for its own logistic support under this contract.

c) Contractual period The contract is expected to start on March 1, 2023 for a period of twelve (12) months, with the initial three (3) months to serve as trial period to test quality of work or deliverables.

ATTACHMENT B: EVALUATION CRITERIA

WGEO will assess the extent to which proposals submitted in response to this RFP meet the evaluation criteria described herein.

In assessing each proposal, WGEO will take into consideration expertise and qualification as well

as cost factors. A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being considered; the cost evaluation is only undertaken for technical submissions that score above the minimum.

The score assigned to each proposal will be of guidance in determining which proposal would provide the greatest value to WGEO. However, WGEO reserves the right not to employ raw scores in determining best value where it considers, in its sole discretion, that this would not be appropriate.

The evaluation criteria are divided into technical and cost factors. In assessing a potential Contractor's proposal, WGEO will allocate greater importance to technical factors than to cost factors and thus the evaluation is split 70% for technical factors, and 30% for cost. However, cost is carefully looked at and shall be a determining factor in the final decision.

A. Technical Evaluation Criteria

The technical merit of proposals will be evaluated based on the following evaluation criteria:

- a. Methodological Approach - 40
 - a. Understanding of the objective and scope of work. The extent to which the proposal demonstrates responsiveness to the nature, scope and timeline and the environment in which the work must be delivered
 - b. Approach and tools: the appropriateness and relevance of methodologies
 - c. The nature, extent and feasibility of proposed activities and solutions
- b. Past experience and capabilities - 40
 - a. The extent to which the proposal demonstrates the Contractor's experience in the subject of green economy
 - b. The extent to which the proposal demonstrates the necessary past experience to manage and complete the scope of work
 - c. Prior experience showcased with the same scope of work
- c. Qualifications of applications - 20
 - a. The extent to which the applicants demonstrate to have enough capacity to undertake the scope of work with the necessary experience
 - b. Advanced professional proficiency and written English and Arabic.

A minimum technical score of 70 out of 100 is required to pass the technical evaluation. A proposal that fails to achieve the minimum technical threshold will not be considered further.

B. Cost Evaluation Criteria

Proposals will be evaluated in terms of best value to WGEO, price and other factors considered.

Cost proposals must be submitted in AED.

ATTACHMENT C: PROPOSAL REQUIREMENTS, PROCESS, AND GENERAL INFORMATION

I. PROPOSAL REQUIREMENTS

The proposal should be concisely presented and structured, and should explain in detail your availability, ability, capacity and resources to provide the requested services. Proposals that are incomplete or not responsive to these criteria may not be considered in the review process. All proposals must be submitted in English and can be in pdf, MS-Word or MS Power Point including applicable schedules where defined.

Cost proposal and technical proposal must be submitted as two separate documents:

- RFP/2019/01/001 - Organization Name – Technical Proposal
- RFP/2019/01/001 - Organization Name – Commercial Proposal

a. Technical Proposal

The potential Contractor is required to submit a proposal not exceeding 7 pages describing:

- Understanding and background of the topic;
- Initial creative social media campaign
- Proposed semi-detailed work plan (at the level of weekly or bi-weekly milestones) which should show when the potential

A: Proposed Approach;

- A summary of past experience and capabilities of the team;
- Qualifications of team members and their roles in the Contractor team

b. Cost Proposal

The cost proposal must cover all the services requested in the scope of work outlined in the proposal and should be in AED and should provide details of costs associated with various stages/deliverables as defined in the technical proposal.

Notes:

The cost proposal shall be inclusive of all direct and indirect costs as well as profit or fees and shall be fixed for the period of the contract,

The cost proposal must cover all the services requested in the scope of work. The cost tables and accompanying notes must show the composition of all cost elements, including hidden fees and profits.

II. PROPOSAL SUBMISSION AND COMMUNICATIONS

Proposal submissions and all communication shall be via email at info@worldgreeneconomy.org. The full proposal must be submitted no later than the **date and time indicated in the RFP information table on page 1** of this RFP.

III. SPECIFIC INSTRUCTIONS

a. Period of Validity

Proposals should be valid for a period of 60 days from the closing date of their receipt.

b. Modifications to Proposal

No further additions to, or modifications on submitted proposals shall be allowed unless it is proven to be a bona fide typographical error or omission and that it may have material impact on the evaluation process. Such additions or modifications may only be effected with prior, written, approval from WGEO.

c. Tender Expenses

Potential Contractors are solely responsible for their own expenses or losses, if any, in preparing and submitting an offer to this Request for Proposal. This would include any costs incurred during functional demonstrations and subsequent meetings and negotiations.

d. Currency and Language to be Used

All costs in the pricing spreadsheets must be in AED only (for proposal). The currency of the contract will be in AED. All communication in respect to this RFP shall be in English.

IV. GENERAL INFORMATION

WGEO may, at its discretion, change the closing date, cancel the RFP, or revise the terms of reference, by issuing an amendment to this solicitation.

It is the potential Contractor's responsibility to consult the WGEO website to ensure that they are aware of amendments to this RFP.

WGEO may (a) reject any or all proposals, (b) accept for award a proposal other than the lowest cost proposal, (c) accept more than one proposal, (d) accept alternate proposals, (e) accept part of a proposal, (f) waive informalities and minor irregularities in proposals received, and (g) cancel this RFP.

WGEO may award one or more contracts on the basis of initial proposals received, without discussions or negotiations. Therefore, each initial proposal should contain the potential Contractor's best terms from a cost and technical standpoint. WGEO reserves the right (but is not under obligation to do so) to enter into discussions with one or more potential Contractors in order to obtain clarifications or additional detail, to suggest refinements in the technical proposal or other aspects of the proposal or negotiate the cost proposal.

WGEO will be under no obligation to reveal, or discuss with any potential Contractors, how a proposal was assessed, or to provide any other information relative to the selection process. Potential Contractors whose proposals are not selected will be notified in writing of this fact and shall have no claim whatsoever for any kind of compensation.

This RFP shall not be construed as a contract or a commitment of any kind. This request for proposals in no way obligates WGEO to award a contract, nor does it commit WGEO to pay any cost incurred in the preparation of the proposal.

In addition to the written proposal, WGEO may request potential Contractors to make oral presentations in English or to participate in a pre-proposal conference. The date, time, and place for such (if any) will be communicated to all eligible potential Contractors. Any statement or presentation made during these meetings shall not in any way amend or modify the WGEO RFP Invitation Notice solicitation. Information obtained through oral presentations will be considered in the overall evaluation process.