

CRITERIA FOR EVALUATION

Requesters **MUST** submit comprehensive and clear criteria for how they will evaluate bidders. The structure below is a guideline. Please indicate any specific, critical skills or knowledge required for the service to be rendered.

| TECHNICAL CRITERIA | POINTS TO CONSIDER |
|-------------------------|---|
| For institutions | <ul style="list-style-type: none"> • Profile of company and experience on similar projects: 60 points <ul style="list-style-type: none"> ○ Design samples, including posters, brochures, banners, books, infographics, interactive contents, social media contents, promotional items, etc. (at least 20 items): 20 points + 10 points for quality of samples ○ Video and audio products: including short videos, animations, 360-degree content, audio product, etc. (at least 10 items): 20 points +10 points for quality of samples • Quality of the presentation documents including company profile and personal CV's: 5 points • Key relevant personnel that will work on the assignment (should include their CV's) and details or relevant experience and qualifications (at least five CVs): 5 points • Client references (at least three): 5 points • Work experience with UN or other Humanitarian agencies or NGOs: 5 points |
| TOTAL SCORE | 80 |
| Weighting | <ul style="list-style-type: none"> • Weighting of technical evaluation vs financial offer (80:20) • Passing Score for technical evaluation is 60 |

NOTE FOR CONSULTANTS AND INDIVIDUAL CONTRACTORS:

Please submit a **financial offer** along with your proposal, which contains the following information:

- Wherever possible, indicate the itemized cost of the travel (air tickets etc.). If daily living costs for your stay in the country.