



The New Development Bank

Request for Proposal

(This is not a Purchase Order)

1. Introduction

The New Development Bank (NDB) is issuing a Request for Proposal (RFP) to invite qualified suppliers to provide proposals to NDB's **S-CCD-2023-01311 Comprehensive PR and communications services**. Please refer to the following information described in Attachments for detailed requirements.

Those interested and qualified companies please register into NDB's [e-procurement system \(EPS\)](#) to be **NDB's registered suppliers** and participate in the bidding process (**please be noted the contact information provided in registration especially email address must be correct as all communications regarding the bid including RFP distribution and award notice will be sent through it**). NDB will choose the most suitable one(s) from the shortlisted suppliers. NDB at its sole discretion reserves the right to reject all proposals in accordance with its internal policy and guidelines.

2. RFP Schedule

Please be noted the following activities could take place in the RFP process. NDB will inform the specific arrangements in advance and the suppliers are requested to respond timely.

Activity	Date
Distribution of RFP	October 31, 2023
Deadline for Questions	November 25, 2023
Proposal Response Due*	November 30, 2023
Negotiation on contract	TBC
Signing Contract	TBC
Project Kick Off	TBC

*The Schedule is for reference and NDB has its sole discretion to adjust as per the project needs.

3. Instruction to bidders

3.1 Contact Information

Please use the following contact information for all correspondence with NDB concerning this RFP. **Suppliers who solicit information about this RFP either directly or indirectly from other sources will be disqualified.**

Ivan Nepeivoda

Email: nepeivoda.ivan@ndb.int

3.2 Submission of Proposals

Proposals shall be prepared in English. Both hard copy and electronic version is acceptable. Hard copy (6copies at least) is **optional** and shall be sent in sealed covers. Electronic version is **obligatory** and shall be submitted online via Electronic Procurement System.

For submission of proposal, the qualified suppliers should register to NDB's e-procurement system to be **NDB registered suppliers** (subject to NDB's internal approval) in advance. Then registered suppliers need to **ENROLL** in the procurement notice (for open competitive bidding) or **ACCEPT** the invitation (for limited competitive bidding) before submitting proposal online according to the timeline. (<https://www.ndb.int/data-and-documents/corporate-procurements/>)

The mentioning of deadline, due time, closing date, etc. herein means Beijing time; and NDB's business time is from 9:00AM to 5:15PM in working days.

3.3 Questions

Please submit questions in writing by e-mail. Vendors should refer to the specific RFP paragraph number and page and should quote the questioned passage. NDB will be prompt in responding to questions. Questions can be responded to as a group and sent to all vendors.

3.4 Ownership of Materials

All materials submitted in response to this RFP become the property of NDB. Proposals and supporting materials will not be returned to vendors.

3.5 Proposal Costs

NDB is not responsible for any costs incurred by the vendor in the preparation of the proposal or the site visit.

3.6 Proposal Format (if applicable)

NDB recommends that the proposal should contain two parts as follows. **The vendor may choose another format if you desire so.**

Volume 1 – Main Proposal

Section 1 Executive Summary

Section 2 Functional Section

Section 3 Technical Section

Section 4 Project Management Section

Section 5 Support Section

The above format is only a recommendation. Suppliers could use other formats if you desire so.

Volume 2 – Price Proposal – Should be separate but integral part of the proposal. The currency is USD; if quoting in other currencies, the exchange rate should be clearly defined. **The price shall be inclusive of applicable taxes (if not, please specify)**; and other charges shall also be clearly defined. Note: The payment will be done by international wire transfer, then NDB recommends that the tax fee must be included in the proposal, with respective details. Payment terms applicable - **not less than 30 days**.

3.7 Validity Period

The proposal including pricing quotation shall be valid at least for 120 days.

3.8 RFP Amendments

New Development Bank reserves the right to amend this RFP any time prior to the closing date. Amendments will be issued only to vendors who are going to complete a proposal.

3.9 Sub-contractor

NDB expects to negotiate and sign contract with one winning vendor. NDB will accept only complete solutions from a primary vendor, and will not accept any proposals that are on only one item or a combination of items from the RFP. The prime vendor will be responsible for the management of all subcontractors. NDB will not accept any invoices from subcontractors or become part of any negotiations between a prime vendor and a subcontractor.

3.10 Award Notification

NDB could negotiate with all shortlisted suppliers before deciding the winning vendor. And NDB reserves the right to negotiate further with the winning supplier before and in the contracting process. The remaining vendors will be notified in writing of their selection status.

4. Evaluation Criteria

The proposals will be reviewed and evaluated by NDB's team in accordance with the related policy and guidelines, especially the six principles (Economy, Efficiency, Competition, Transparency, Value for Money, Fit for Purpose) contained in NDB's corporate procurement policy. NDB is interested in obtaining a complete solution to the requirements contained in this RFP. Proposals that meet the proposal instructions and requirements will be given a thorough and objective review. Proposals that are late, or do not comply with proposal instructions, or take exceptions to mandatory requirements will be eliminated without further consideration. The following are the key factors that would be taken into consideration for evaluating the proposals.

i. Technical Approach and Methodology or Software Solution

Primary consideration will be given to meet the mandatory requirements as listed in this RFP.

The following are factors in the evaluation.

1. Meeting the requirements as stated in this RFP;
2. Understanding of the work to be performed;
3. Technical approach and methodology to accomplish the work;
4. Completeness and competence in addressing the scope of work.

ii. Project Management

NDB also believes that effective project management is essential for a successful implementation. Vendors will be evaluated on the completeness and responsiveness of their project management plans and the project team assigned.

As part of the project management plan, vendors must demonstrate adequate experience in developing and implementing the requested project. NDB's confidence in the vendors' ability to meet deadlines and successfully manage similar projects will be a primary consideration.

Special consideration is given to vendors who propose a detailed project plan with sufficient breakdown of tasks and steps to demonstrate a complete understanding of the project.

iii. Pricing

NDB will consider pricing as part of the evaluation criteria. **Lowest price is not essential to win**; however, large pricing differentials between vendors will be carefully examined. Price will be used as a final indicator for determining the vendor finalists when all other criteria have been normalized.

iv. Presentation and Demonstration

The results of Presentation and Demo will be evaluation factors.

v. Support and Maintenance

NDB believes the ability to perform timely support is also an important factor for the success of this project. Therefore, vendors should provide adequate information to demonstrate their capabilities to fulfill this task.

5. Contract

The participant shall review the service agreement template provided by NDB in advance. The use of NDB's version of the agreement is preferable. Template agreement and general terms and conditions can be found on the NDB's official web-site <https://www.ndb.int/data-and-documents/corporate-procurements/>

Attachment 1: Vendor Questionnaire

Vendor Company Requirements	Description	Vendor Response
General Information	Legal Entity Name	
	Company Legal Address	
	Company Website	
	Company Date of registration	
	Company Tax ID	
	Names of Company Authorized Signatory	
	Amount of Employee	
Financial Strength	Registration capital/Financial Balance Sheet	
	Revenue for the last year	Year 2022:

Service scope

Overview

New Development Bank is a multilateral development bank committed to promoting sustainable development in its member countries by mobilizing resources for financing infrastructure and sustainable development projects.

NDB was founded by Brazil, Russia, India, China and South Africa during the 5th BRICS Summit in Fortaleza in July 2014 and launched a year later. The admission of the first four new members into the NDB in 2021 – Bangladesh, Egypt, the United Arab Emirates, and Uruguay – heralded the beginning of the Bank’s expansion as a global multilateral institution.

NDB is the first multilateral development bank with a global mandate created exclusively by and for EMDCs, focusing on infrastructure and sustainable development. In line with the Bank’s General Strategy for 2022-2026¹, NDB aims to strengthen its role as a catalyst of support for addressing the evolving infrastructure and sustainable development needs of its members, contributing to global growth and development, while fully respecting the development trajectories and priorities of its member countries.

Requirements

Taking into account the expansion of the Bank’s operations, NDB is aiming to enhance its visibility and strengthen its outreach efforts in its member countries and beyond. In this context, NDB is seeking a potential service provider to offer *Comprehensive Public Relations and Communications Support*.

¹ https://www.ndb.int/wp-content/uploads/2022/07/NDB_StrategyDocument_Eversion-1.pdf

The selected service provider will be responsible for designing, planning and executing public relations initiatives that effectively communicate the NDB's mission, goals, impact and achievements to a wide range of stakeholders, including but not limited to member countries, government officials, media organizations, financial institutions, experts, NGOs/CSOs and the general public.

The Comprehensive Public Relations and Communications Support required from the service provider includes, but is not limited to the following:

- Developing, planning and implementing public relations initiatives that align with the NDB's overall goals and objectives.
- Media engagement in all member countries of the Bank, including organizing and coordinating media events, press conferences, media briefings, interviews, etc. to facilitate effective engagement with journalists and media outlets.
- Providing advice on the strategic development of Bank's social media presence. Managing and monitoring the NDB's social media presence, including content planning, creation and analytics.
- Media monitoring, media mentions tracking and analysis. Adverse news monitoring and providing communication support in case of reputational challenges.
- Video production and editing (edit style, services include scripting and editing)
- Enhancement of the Bank's website (creating compelling and informative content that showcases NDB and effectively communicates its brand message, user experience optimization, etc.)
- Providing advice on the enhancement of corporate branding to be used across all communication channels.
- Developing messaging strategies aligned with the Bank's positioning and brand image.
- Conducting research and analysis to enhance the Bank's communications.
- Wide range of other communications support required by the Bank.

The service provider should possess the following qualifications and capabilities.

- Proven expertise in corporate communications, media relations, social media management, event organization, etc. in member countries of the Bank.
- Excellent project management skills, with the ability to deliver high-quality work within tight deadlines. Capacity to create and lead interdisciplinary teams across the agency, within its network and with outside partners.
- Office in Shanghai Beijing, or Hongkong.
- Network chain or partners in all member countries of the Bank.
- Strong writing, editing, and storytelling skills, with the ability to create compelling and engaging content for modern communications channels.
- Demonstrated experience in conception, production and editing of videos and impact stories.
- Understanding of the New Development Bank's mission, values, and strategic priorities.
- Excellent organizational skills and attention to detail.

Service duration

12 months

Price

Price proposal should be provided as a fee per month for overall scope with detailed breakdown.

Any additional service can be quoted separately as list of rates per hour / man-day/ task.