

REQUEST FOR PROPOSAL (RFP)

Title of Service

Digital Marketing Service

Project Name

**BUILDING Energy Efficiency in
Nepal (BEEN)**

Funding Agency

**European Union under SWITCH-
Asia programme**

EOI Calling Office

MinErgy Private Limited

Address

**Dakshinkali Chowk, Lagankhel-5,
Lalitpur**

ABBREVIATIONS

BEEN	BUILDING Energy Efficiency in Nepal
CSEB	Compressed Stabilized Earth Blocks
EE	Energy Efficiency
EU	European Union
FGD	Focus Group Discussion
HVAC	Heating Ventilation and Air Conditioning
KII	Key Informant Interview
MSME	Micro Small and Medium Enterprises
NGO	Non-Governmental Organization
PAN	Permanent Account Number
RE	Renewable Energy
SDG	Sustainable Development Goals
UIBK	University of Innsbruck
UNE	Asociación Española de Normalización
VAT	Value Added Tax

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TERMS OF REFERENCE (TOR)
FOR DIGITAL MARKETING AGENCY
BUILDING ENERGY EFFICIENCY IN NEPAL (BEEN)

A. Project background

University of Innsbruck (UIBK), Austria in partnership with MinErgy Pvt Ltd, Nepal; Greentech Knowledge Solutions Pvt Ltd (GKSPL), India and Asociación Española de Normalización (UNE), Spain, is implementing a four-year project entitled BUILDING Energy Efficiency in Nepal (BEEN) with funding support from European Union under the SWITCH-Asia Programme. BEEN seeks to contribute in achieving low-carbon and resource-efficiency in the Nepalese building sector by integrating energy efficiency (EE) and renewable energy (RE) measures in design and constructions of new buildings as well as in retrofitting of existing buildings. This project supports the realization of Sustainable Development Goals (SDGs) and aims to foster responsible consumption and production of resource efficient building materials in Nepal.

BEEN intends to achieve the overall objective through a) enhancing capacity of Building-MSMEs (Micro Small and Medium Enterprises) to transform their services and products towards EE building designs, construction and/or retrofitting, and b) increasing awareness of Building-MSMEs and end users to create market system for the promotion and use of EE building design. It also seeks to coordinate with the federal, provincial and local governmental units to devise and implement policies and standards that promote EE in the building sector. Moreover, it aims to coordinate with banking and financial institutions to make financial products and services accessible for the promotion of EE and RE in the building and construction sector.

B. Context

Nepal is now one of the fastest urbanizing developing countries. It is estimated that 1 million homes will be built in Nepal in the next decade. Most buildings in Nepal are designed without considering the local climate. Increased urbanization, changing lifestyle and lack of climatic consideration will lead to an increased energy demand of the building sector in Nepal. Moreover, the use of building materials with high embodied energy will also result in higher carbon emission through the building sector.

BEEN intends to create a business ecosystem for the promotion and growth of EE buildings and resource efficient building materials in Nepal. The project will support Building MSMEs to develop and execute innovative marketing & promotional strategies to promote EE and RE in buildings. The targeted Building MSMEs include architects, designers, real estate developers & builders, contractors, door window fabricators & installers, brick & block manufacturers, HVAC designers & installers, insulation material suppliers and RE suppliers & installers. Similarly, the project will raise awareness of end-users on EE measures and resource efficient building materials to create demand for EE design and services.

Thus, this assignment seeks the service of the Digital Marketing Agency to prepare a digital marketing plan for BEEN Project to promote building MSMEs which are providing or producing EE & RE products & services in the market.

The type of Building-MSMEs along with the description of EE & RE products and services provided by Building-MSMEs is tabulated below:

SN.	Building-MSMEs		Overview of RE&EE products and services provided by Building-MSMEs
	Category	Sub-category	
1.	Design MSMEs	Architectural Firms, Consulting Firms, Engineering Firms engaged in building designs	<ul style="list-style-type: none"> - Application of passive design strategies for building designs by carrying out analysis of Bio- Climatic Charts, Geometry of Solar Movements and Solar angles, Solar Charts, etc - Application of energy efficient materials/techniques - Use of building simulation tool/s
2.	Builder MSMEs	Real Estate Developers & Builders	<ul style="list-style-type: none"> - Application of passive design strategies for building designs by carrying out analysis of Bio- Climatic Charts, Geometry of Solar Movements and Solar angles, Solar Charts, etc - Application of energy efficient materials/techniques during building construction materials/techniques - Use of building simulation tool/s
3.	Construction MSMEs	- Builders & Contractors	- Application of energy efficient materials/techniques during building construction
4.	Door Window service providers	<ul style="list-style-type: none"> - Double glazing door-window suppliers/installers - Low emissivity glass suppliers 	- Design, supply and installation of double-glazing door/window frame and high performance glazing
5.	Building Insulation providers	- Building insulator suppliers & installers	- Application of building insulating materials based on analysis of building heat gain & heat loss based on building typologies
6.	Heating Ventilation and Air Conditioning	<ul style="list-style-type: none"> - HVAC system seller and installer - Designer of HVAC system 	<ul style="list-style-type: none"> - 5-star HVAC rating system supplier - Design of HVAC using simulation tool
7.	Brick & Block Manufacturers	<ul style="list-style-type: none"> - Hollow Fired Brick Producers - Hollow Concrete Blocks Producers - Compressed Stabilized Earth 	- Manufacturing of EE walling materials including fired and non-fired products

SN.	Building-MSMEs		Overview of RE&EE products and services provided by Building-MSMEs
	Category	Sub-category	
		Blocks (CSEB) Producers	
8.	RE system service providers	<ul style="list-style-type: none"> - Solar/biomass thermal based heating cooling system designer/installer - Geothermal based heating cooling system designer/installer - Solar thermal water heating system for cold region 	<ul style="list-style-type: none"> - Design, supply and installation of RE based technologies for building thermal comfort

C. Objective

The objective of this assignment is to raise awareness on EE and RE integrated building and increase market demand of EE and RE integrated building design, products and services.

The specific objectives are:

- i. Develop digital marketing plan with detail activities to achieve the objective
- ii. Provide estimate time period and budget to execute the plan

D. Scope of Assignment

The scope of assignments are as follows:

- Based on the objective of this assignment, identify the target segment, their needs, preferences, and motivations of each segment
- Prepare the inventory of relevant commercial platforms & digital channels for reaching the target audience
- Identify the appropriate commercial platforms & digital channels based on their suitability, importance,
- Define key performance indicator (KPIs) of various identified marketing activities along with the time plan
- Determine the key digital marketing objectives and goals for each target audience, segment & geography for each appropriate commercial platforms & digital channels that will support in achieving the objectives
- Develop a comprehensive digital marketing plan outlining the strategies, tactics, media (digital, social & traditional), campaigns, content calendar, frequency & timing for digital media along with the time plan
- Define time period and estimate the detail budget for each marketing activity to implement the marketing plan (including cost for human resources, monitoring and reporting of KPIs and other expenses)

E. Deliverables and timeline

The duration for the assignment will be approximately 1.5 months. The agency is expected to start work from 14th August 2023 and complete the assignment by 30th September 2023.

Deliverable	Timeline	Payment
Contract Sign	14 th August 2023	
Detailed inception report covering detailed methodology, plan with timeline	4 th Sep 2023	40%
Presentation and inputs in first draft report	6 th Sep 2023	60%
Final digital marketing plan	30 th Sep 2023	100%

F. Qualification

- The digital marketing agency should have at least 2 years demonstrated experience of digital marketing
- Proficiency in using digital marketing tools
- Experience with real estate companies, construction sector would be an asset

G. Instruction for Submission of proposals:

- This RFP is open to all eligible firm / company/ organization
- RFP application should contain following documents:
 - i. Organization Documents
 - Copy of company/firm registration certificate
 - Copy of VAT /PAN registration certificate
 - Copy of tax clearance certificate of Fiscal Year 2078/79
 - ii. Technical Proposal
 - iii. Financial Proposal
- RFP documents shall be submitted via mail by 5:00 PM by 7th August 2023 attaching all the documents and writing a mail to info@beenproject.org with subject line “*RFP for Digital Marketing Agency*”
- Document received after the closing time for submission of proposals shall not be considered for evaluation.
- The proposal, and all related correspondence exchanged by the proponent shall be in English language.
- The proponents are expected to examine in detail the documents constituting this RFP.
- Deficiency in providing the information required for scoring will result in rejection of a proposal.

H. Preparation of Proposal

- The proposal shall have two components:
 - a) the Technical Proposal
 - b) the Financial Proposal

a) Technical proposal

Technical proposal should comprise of the following documents:

- An application letter regarding the submission of a technical proposal should be filled in Annex 1
- Applicant's information should be filled in the format of Annex 2
- Specific experience in the past 2 years should be filled in Annex 3. Proof of specific experience should be submitted.
- A description of the methodology and work plan should be attached as Annex 4. It is required that the proposer is responsive and incorporates ways to ensure Gender Equality and Social Inclusion (GESI) and Greening the Initiatives (*such as avoiding single use of plastic, green transportation, green events) in the proposal.
- The proposed team should be attached as Annex 5
- The resume of team members should be attached as Annex 6
- A time schedule showing the time proposed to undertake the activities indicated in the work plan should be attached as Annex 7
- The technical proposal shall not include any financial information.

b) Financial Proposal

- Application letter for financial proposal should be filled in the format of Annex 8
- The proponent is requested to submit an estimated budget with detailed breakdown comprising human resources (segregated by time involvement of team members). Proposed cost must be inclusive of all applicable taxes in Nepalese currency. Annex 9
- Activities and items in the technical proposal but not priced shall be assumed to be included in the prices of other activities or items.

I. Evaluation of RFP Application

The proposals will be evaluated on following basis:

a) Eligibility Criteria

First of all the eligibility of proposals will be examined. Proponents should have submitted a complete set of following documents:

S.N	Criteria	Compliance
1.	Company/Firm Registration Certificate	
2.	Tax Clearance of FY 2078/79	
3.	VAT/PAN Registration	
4.	Technical Proposal (Annex 1 to Annex 7)	
5.	Financial Proposal (Annex 8 and 9)	

b) Technical Proposal Ranking Criteria

Proposals which meet the eligibility criteria will be ranked on the basis of the ranking criteria. Each responsive proposal shall be given a technical score on the following criteria

i. Organizational Experience

Type of Experience	Criteria	Score
Specific Experience in last 2 years	Relevant past experience	10
	Track record of successful international or national campaigns and client portfolio	10
	Real estates, Construction, or EE and RE Related Experience	10

Total Score: 30

ii. Team members' Experience

S.N	Personnel	Criteria	Score
1	Team members experience	At least one required personnel with relevant experience of 5 years & above	12
		Involved members with relevant experience of at least 3 years and above	8

Total Score: 20

iii. Methodology

S.N	Criteria	Score
1	Methodology <ul style="list-style-type: none">• Strategy and approach - 20• Innovative ideas - 10• Understanding of target market – 5• Responsiveness to the scope of work – 5	40
2	Work plan & budget estimation for implementing strategy	10

Total Score: 50

A proposal will be rejected at this stage if it does not respond to important aspects of the TOR or if it fails to achieve the minimum technical qualifying score which is 60.

c) Financial Proposal Evaluation Criteria

- After completion of the evaluation of the technical proposal, the financial proposal will be evaluated for those proponents who pass the technical evaluation.
- This is a fixed budget call. Only the qualified technical proposals which are within the budget determined by the organization will be considered

- The technical proposal with highest score and within the budget for the assignment will be awarded the contract.

J. Acceptance of Proposal

MinErgy reserves the right to approve or disapprove any proposal. If needed, the consultant will be asked for modifications and presentations of the proposal before approval Agency with Female candidates and candidates from ethnic minorities, socially excluded and disadvantaged groups are preferred to apply.

K. Principal Point of Contact

Any queries regarding this call should be sent by email to info@beenproject.org by 28th July 2023 & response to those queries will be collectively sent by 2nd August 2023

Annex 1: Letter of Application

Date:

MinErgy Private Limited

Dakshinkali Chowk, Lagankhel-5

Sir/Madam

1. We "*the Applicant name*", having reviewed and fully understood all the information provided, hereby submit the technical proposal for Digital Marketing Agency.
2. MinErgy Pvt Ltd and its authorized representatives are hereby authorized to verify the statements, documents, and information submitted in connection with this application.
3. We declare that -we have no conflict of interest in the proposed procurement proceedings by MinErgy Pvt Ltd and we have not been punished for an offense relating to the concerned profession or business.
4. We declare that we have not been blacklisted for this service.
5. We declare that no case of corruption is pending against us.
6. We, the undersigned declares that the statements made and the information provided in the application are complete, true and correct in every detail.

Sign:

Name of Applicant:

Annex 2: Applicant's Information Form

1. Name of Firm/Company:
2. Type of Constitution (*Partnership/ Pvt. Ltd/Public Ltd/ Public Sector/ NGO*)
3. Date of Registration / Commencement of Business:
4. Country of Registration:
5. Registered Office/Place of Business:
6. Telephone No; E-Mail Address
7. Name of Authorized Contact Person / Designation/ Address/Telephone:
10. Total number of staff:
11. Number of professional staff:

Annex 3: Applicant's Specific Experience

Details of similar assignments undertaken

Assignment 1:

Assignment name	Name of Client:
Country: Location within country:	Duration of assignment (months): Start date (month/year): Completion date (month/year):
Approx. value of the services provided by consultant under the contract (in current NRs)	Name of joint consultants, if any:
Description of assignment	
Description of actual services provided in the assignment:	

Annex 4: Methodology And Work plan

Annex 5: Proposed Team

S.N	Name	Position	Highest Qualification	General Work Experience	Specific Work Experience	Nationality

Annex 6: Signed Resume of Proposed Team

Annex 7: Time Schedule

Annex 8: Financial Proposal

Date:

MinErgy Private Limited

Dakshinkali Chowk, Lagankhel-5

Sir/Madam

We, the undersigned, offer to provide the consulting services for *Digital Marketing Agency* in accordance with your Request for Proposal (RFP) dated 21st July 2023. Our attached Financial Proposal is for the sum of [*Amount in words and figures*]. This amount is inclusive of the local taxes, which we have estimated at [*Amount(s) in words and figures*].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations.

We acknowledge and accept the Minergy’s right to inspect and audit all records relating to our Proposal irrespective of whether we enter into a contract with the MinErgy as a result of this Proposal or not. We confirm that we have read, understood and accept the contents of the Terms of Reference (TOR) and other attachments and inclusions included in the RFP.

We understand you are not bound to accept any Proposal you receive.

The undersigned declares that the statements made and the information provided in the application are complete, true and correct in every detail.

Sign:

Name:

For and on behalf of (name of Applicant):

Official Stamp

Annex 9: Detailed Budget Breakdown