

ANNEX III - Technical Bid Evaluation Criteria

The technical bid is evaluated on the basis of its responsiveness to the Terms of Reference (TOR) shown in Annex II, the technical proposals submitted by the bidders and the evaluation criteria published below.

(Maximum score allocated is **100 total points**, after calculations based on the weighting of each of the assessment criteria.)

Criteria	[A] Maximum Points	[B] Points attained by the bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p>A. The bidder's general reliability as well as experience and capacity in implementing advocacy communication on mass media, particularly VTV and parliament TV</p> <p>Points to assess:</p> <ul style="list-style-type: none"> An established entity based in Viet Nam with at least 03 years of practical experience of practical experience in providing this consultancy service in Viet Nam (30 points). Proven expertise and experience in communication activities via mass media, especially working with VTV for policy advocacy, organizing talk show/reportages via a demonstration of a list of projects with similar scope and values (40 points) Organizational capability (having clear governing bodies including organisation chart – staff size for undertaking the consultancy work), coordination and financial management (having appropriate project management capacity including financial management system) (20 points) Has experience working with multi/bilateral programmes/ projects, UN agencies, particularly UNFPA and/or other development partners in Viet Nam (10 Points) 	100		10%	
<p>B. Understanding of the terms of reference</p> <p>The technical proposal that addresses all requirements of this TOR through clear presentation/discussion of:</p> <ul style="list-style-type: none"> <i>The purpose/objectives, specific activities and measurable deliverables reflecting desired outputs (50 points)</i> <i>The expected timeline for delivering project output. (50 points)</i> 	100		10%	

Criteria	[A] Maximum Points	[B] Points attained by the bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p>C. Responding to the TOR key interventions with concretized activities implemented in selected project sites. <i>The technical proposal included a clear presentation/ discussion of</i></p> <ul style="list-style-type: none"> • <i>Detailed work plan with a proposed timeframe to deliver final products (30 points)</i> • <i>Elaboration on how to implement the expected activities, including messages development and running of 20 messages, development and broadcast of talk show and reportages (40 points)</i> • <i>Monitoring for quality results (30 points)</i> 	100		40%	
GRAND TOTAL ALL CRITERIA	300		100%	