

Annex 4 - Evaluation Criteria

A. Evaluation and Comparison of Proposals

The proposals will be evaluated in a three-stage process, starting with administrative compliance to ensure the proposals includes all necessary required documents and is duly signed by the authorised representative. Evaluation of the technical proposal will follow and will be completed prior to any financial proposal being opened and evaluated. The financial proposal will be considered only if the submissions fulfil the minimum technical requirements.

B. Acceptance of Submissions

All proposers are expected to adhere to the requirements for submitting a proposal. Any proposals that fail to comply will be disqualified from further consideration as part of this evaluation. In particular:

- (1) A brief description, including ownership details, date and place of incorporation of the Firm, objectives of the Firm, partnerships, qualifications, certificates, etc.;
- (2) Full compliance with the formal requirements for submitting a proposal.
- (3) Submission of all requested documentation
- (4) Acceptance of the GCF Model contract – Where the Bidder notes issues, these must be raised as part of the technical proposal for consideration during evaluation.**

The Technical Proposal shall include:

- (1) A brief description of the organisational strengths and qualifications including demonstrated experience supported by references of evaluations of similar complexity and scope using mixed methods, particularly with the use of quantitative and qualitative methods.

C. Evaluation of Technical Proposal

The assessment of the team will be based on the assessment criteria listed below.

2. A reviewing committee shall be established to evaluate each proposal. The technical evaluation shall include the following steps:
 - i) Mandatory Evaluation Criteria (Pass/Fail)

No	Requirements	YES/NO
1	Minimum of 3 Years experience and competency in undertaking activities and delivering products specified in the ToR.	
2	Meeting minimum qualifications and Experience, knowledge and competency of the team proposed for delivery of the task	

3	Ethical policy on climate change advocacy and climate change denial.	
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At this stage, the proposer's submission will either be responsive or non-responsive. The non-responsive submissions will not be considered for further assesment.

ii) Technical Evaluation Criteria

The technical proposal is evaluated individually on the basis of its responsiveness to the technical requirements and will be assessed and scored according to the evaluation criteria below and as per scores in the table.

	Written and video conference evaluation criteria	Written	Video conf	Total Score
1.0	Expertise of Firm(s) / Organization submitting Proposal in delivering similar products and activities			20
1.1	Previous experience with global organizations and communications campaigns related to deliverables listed in the ToR , including work with international organizations, and particularly with the Green Climate Fund.	10	5	
1.2	Ethical policy of Firm(s) with regards to climate change advocacy	5		
2.0	Implementation Approach			10
2.1	Rollout and embedding of communications strategy			
2.1.1	Creativity and relevance of approach to rollout and embedding	2.5	2.5	
2.1.2	Approach to measuring the above rollout and embedding	2.5	2.5	
2.2	Support for replenishment communications strategy			
2.2.1	Knowledge and expertise in supporting replenishment, outreach, campaigns, etc.	10	10	40
2.2.2	Creativity and clarity of approach	10	10	
2.3	Reputational risk management			20
2.3.1	Experience in delivering issues, crisis and reputational management support to international clients	5	5	
2.3.2	Clarity and relevance of approach to issues and crisis communications	5	5	
3.0	Personnel – experience and skills			10
3.1	Account leader	3		
3.2	Other team members	3		
3.3	Ability to support KST / across time zones	4		
	Total	60	40	100



The written evaluation will be made first. Proposals scoring 42 points and above points will then be required to join a video conference with GCF to present their proposed creative and organizational approach towards the campaign. This will comprise a 90-minute meeting, including a 30-minute Q&A session.

The final technical evaluation will be made based upon the video conference (40%) and the written proposals (60%), as indicated in the evaluation grid. During the video conference, evaluation will focus upon the demonstrated ability and experience in delivering support for similar organizations, as well as the proposed approach towards the Fund's communications activities.

Technical proposals that score at least **75 points out of 100** will be considered as qualified for the review of financial proposal. Any proposal less than that will be disqualified from proceeding to the next step and its financial proposal shall be returned unopened following the award of the contract.

D. Evaluation of Financial Proposal

The financial proposal of all bidders which have attained the minimum score in the technical evaluation will be evaluated subsequently. The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:

$Sf = 100 \times Fm / F$, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" is the price of the proposal under consideration.

E. Consolidated Evaluation

The weights given to Technical (T) and Financial (P) Proposals are: **T = 0.75, and P = 0.25**

Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: $S = St \times T\% + Sf \times P\%$.

The bidder that achieves the highest combined technical and financial score will be invited for contract negotiations.

F. Award of Tender/Contract

The tender award will be made to the responsive bidder who achieves the highest combined technical and financial score, following negotiation of an acceptable contract. If GCF decides to award multiple contracts it will be based on final rankings. GCF reserves the right to conduct negotiations with the bidder regarding the contents of their offer. The contract award will be in effect only after acceptance by the selected Bidder of the terms and conditions and the technical requirements.