



Request for Expression of Interest (REI)

ENGAGEMENT OF AN ADVERTISING/ DESIGN AGENCY FOR THE DESIGN DEVELOPMENT, PRINTING AND DELIVERY OF THE 2018-2020 CONSOLIDATED DBP SUSTAINABLE DEVELOPMENT REPORT (SDR)-REBID Bid Reference No. C-2021-10

1. The **Development Bank of the Philippines (DBP)**, through the Corporate Budget for CY 2021 approved by the governing Board intends to apply the sum of **One Million Two Hundred Thousand Pesos & 00/100 (Php1,200,000.00)** inclusive of taxes/VAT being the Approved Budget for the Contract (ABC) to payments under the contract. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals:
2. The **Development Bank of the Philippines** now calls for the submission of eligibility documents for **services of an advertising/design agency** which shall undertake creative and editorial development, graphic art services, copywriting/editing, photography, printing and delivery of the CY 2018-2020 Sustainability Development Report. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on **28 October 2021 “on or before” 09:00 AM** at the **6/F, BAC Secretariat, DBP Head Office, Makati City**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion. The schedule/timelines of activities for the Eligibility and Short-Listing Stage are as follows:

ACTIVITIES	TIME	VENUE
1. Issuance of Bidding Documents	09:00 AM to 02:30 PM only Mondays to Fridays starting 14 October 2021 (Thursday)	6/F BAC Secretariat DBP Head Office, Makati City
2. Pre-liminary/Pre-Eligibility Conference	21 October 2021 (Thursday) 02:30 PM	12/F, Executive Staff Room, DBP Head Office, Makati City
3. Submission of Expression of Interest and Eligibility	28 October 2021 (Thursday) **“On or before” 09:00 AM	6/F BAC Secretariat DBP Head Office, Makati City
4. Opening of Expression of Interest and Eligibility Documents	28 October 2021 (Thursday) at 10:30 AM	12/F, Executive Staff Room, DBP Head Office, Makati City

***Late submission shall not be accepted.**

Note: The Pre-liminary/Pre-Eligibility Conference shall be open to all interested parties while the Pre-bid Conference shall be open only to those bidders who are declared Eligible and Short Listed. In view of the ongoing COVID-19 pandemic situation, bidders may attend the Pre-bid Conference through videoconferencing via Microsoft Teams (MS Teams). Bidders who wish to attend/participate via MS Teams must coordinate with the BAC Secretariat through email at least one (1) day before the scheduled Pre-Eligibility Conference/Pre-bid Conference and provide their contract information (e.g. name of representative, email address, etc.). Bidders are advised to send their authorized technical and/or administrative representatives who will prepare the bid documents to ensure completeness and compliance of bids. Bidders are prohibited from recording (audio, video or picture format) the proceedings of the Pre-Eligibility Conference and the Pre-Bid Conference.

4. Interested bidders may obtain further information from the Development Bank of the Philippines and inspect the Bidding Documents at the address given from Mondays through Fridays from 09:00 AM to 03:00 PM.

5. A complete set of Bidding Documents may be acquired by interested Bidders on **14 October 2021** from the given address below and website(s): <https://www.dbp.ph/invitations-to-bid/> and **upon payment of the applicable fee for the Bidding Documents of Five Thousand Pesos (Php5,000.00) pursuant to the latest Guidelines issued by the GPPB**. The Procuring Entity shall allow the bidder to present its proof of payment for the fees *via physical presentation of Official Receipt (OR) (original)*. Bidders shall also be given the printed format of the Bidding Documents provided that bidders shall pay the applicable Bidding Documents Fee at least the day before the deadline for submission of their bids. Bidders may also opt to pay electronically through our online payment facility.

*BAC Secretariat Unit-Procurement and Inventory Management
Department (PIMD), 6th Floor, Development Bank of the Philippines
(DBP)-Head Office Sen. Gil Puyat Ave., cor. Makati Ave., Makati City*

6. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act", and its Implementing Rules and Regulations (IRR). The short list shall consist of **maximum of five (5) prospective bidders who meet the minimum qualifications and minimum total average weighted rating of three (3) points** based on the following criteria and rating system:

	CRITERIA	WEIGHT	RATING SYSTEM (point system)
1	Years in the business/ track record in the production and printing of Sustainability Reports and other similar projects/ contracts	30%	5pts. - above 10 years 4pts. - above 8 years to 10 years 3pts. - above 6 years to 8 years 2pts. - above 4 years to 6 years 1pt. - 3 to 4 years <i>NOT eligible if less than 3 years. In case of JV, partner involve in the production and/or publication shall be the one rated.</i>
2	Number of completed contracts of similar nature in the past three (3) years <i>(Contracts of similar nature refer to projects which involve design development and printing of a Sustainable Development Report (SDR)/ Annual Report (AR)/ Corporate Social Responsibility (CSR) Report/ Integrated Report (IR) or other corporate publications relative to reporting of performance to regulatory agencies, investors and other stakeholders)</i>	20%	5pts. - at least 5 completed similar contracts 4pts. - at least 4 completed similar contracts 3pts. - at least 3 completed similar contracts 2pts. - at least 2 completed similar contracts 1pt. - at least 1 completed similar contract 0pt. - no similar completed project
3	Number of ongoing contracts of similar nature	20%	5pts. - at least 3 on-going similar contracts 3pts. - at least 2 on-going similar contracts 1pt. - 1 on-going similar contract 0pt. - no on-going similar contract

	CRITERIA	WEIGHT	RATING SYSTEM (point system)
4	Qualifications of Key Personnel of the Advertising/Design Agency to be assigned to the Project	30%	
	a. Education of Layout Artist/Graphic Designer Note: Relevant degree and courses refer to Advertising, Fine Arts, Graphic Design, Multimedia Arts, Marketing and Mass Communication.	15%	5pts. - Relevant College, Masteral, Doctorate degree and relevant foreign school degree or certification 4pts. - Relevant College, Masteral & Doctorate degree 3pts. - Relevant College and Masteral degree 2pts. - College degree related to profession/ position 1pt. - College degree not related to profession/position or course certificate related to the profession
	b. Education of Creative Director	15%	5pts. - Relevant College, Masteral, Doctorate degree and relevant foreign school degree or certification 4pts. - Relevant College, Masteral & Doctorate degree 3pts. - Relevant College and Masteral degree 2pts. - College degree related to profession/ position 1pt. - College degree not related to profession/position or course certificate related to the profession
	TOTAL	100%	

7. Bidding will be conducted through open competitive bidding procedures using non-discretionary "pass/fail" criterion as specified in the IRR of RA 9184.
8. Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
9. The Procuring Entity shall evaluate bids using the Quality Based Evaluation/Selection (QBE/QBS), procedure. Highest Rated Bid (HRB) shall be based on the following criteria for Quality-Based Evaluation. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
10. The highest ranked bidder/consultant shall be declared as the Highest Rated Bid, *provided*, that said bidder/consultant has passed the minimum average technical score of three (3) points.

	CRITERIA	WEIGHT	RATING SYSTEM (point system)
1	Adequacy of Technical Proposal and Work Plan	50%	Rating shall be collegial based on the SDR TWG's appreciation of the proposal
	a. Technical Proposal		
	<ul style="list-style-type: none"> • Clarity of Concept (Clearness of interpretation of a specific theme) 	10%	5 pts. - Highly Satisfactory 4 pts. - Satisfactory 3 pts. - Acceptable 2 pts. - Partly Acceptable 1 pt. - Poor
	<ul style="list-style-type: none"> • Originality of concept and report presentation 	10%	5 pts. - Highly Satisfactory 4 pts. - Satisfactory 3 pts. - Acceptable 2 pts. - Partly Acceptable 1 pt. - Poor
	<ul style="list-style-type: none"> • Visual Impact (aesthetic and attention-getting appeal to readers) 	10%	5 pts. - Highly Satisfactory 4 pts. - Satisfactory

	CRITERIA	WEIGHT	RATING SYSTEM (point system)
	<ul style="list-style-type: none"> ✓ Cover appeal ✓ Color scheme appeal 		3 pts. - Acceptable 2 pts. - Partly Acceptable 1 pt. - Poor
	<ul style="list-style-type: none"> • Design/Layout/ (creativity, logic and organization of presentation) 	10%	5 pts. - Highly Satisfactory 4 pts. - Satisfactory 3 pts. - Acceptable 2 pts. - Partly Acceptable 1 pt. - Poor
	b. Work Plan <ul style="list-style-type: none"> • Workflow is presented in a systematic and organized manner, with project milestones clearly indicated in accordance with given project completion deadline • Deliverables clearly indicated in accordance with TOR 	10%	5 pts. - Highly Satisfactory 4 pts. - Satisfactory 3 pts. - Acceptable 2 pts. - Partly Acceptable 1 pt. - Poor
2	Quality of Previous Sustainability Reports/ similar publications completed	20%	Rating shall be collegial based on the SDR TWG's appreciation of the proposal
	a. Visual Impact (aesthetic and attention-getting appeal to readers) including layout cohesion	10%	5 pts. - At least 10 similar publications 4 pts. - 8-9 similar publications 3 pts. - 5-7 similar publications 2 pts. - 3-4 similar publications 1 pt. - 2 similar publications
	b. Originality of concept and overall creativity	10%	1 pt. - 2 similar publications
3	Qualifications of Key Personnel		Rating shall be collegial based on the SDR TWG's appreciation of the proposal
	Layout Artist	15%	
	<ul style="list-style-type: none"> • Experience <p>Years of experience as Art/Creative Director relevant to SDR production or similar projects</p>	10%	5 pts. - more than 15 years 4 pts. - 11-15 years 3 pts. - 6-10 years 2 pts. - 3-5 years 1 pt. - 1-2 years 0 pt. - less than 1 year
	<ul style="list-style-type: none"> • Relevant trainings/ seminars <p>Number of trainings/ seminars attended relevant to the function/position assigned in the project for the last 5 years</p> <p>Note: <i>Relevant trainings for Layout Artist such as graphic design or visual communication programs, creative technology, media technology and web design.</i></p>	5%	5 pts. - Attended 14 or more 4 pts. - Attended 11 - 13 3 pts. - Attended 7 - 10 2 pts. - Attended 4 - 6 1 pt. - Attended 1 - 3 0 pt. - No relevant training/ seminar attended
	Creative Director	15%	
	<ul style="list-style-type: none"> • Experience <p>Years of experience as Art/Creative Director relevant to SDR production or similar projects</p>	10%	5 pts. - more than 15 years 4 pts. - 11-15 years 3 pts. - 6-10 years 2 pts. - 3-5 years 1 pt. - 1-2 years 0 pt. - less than 1 year
	<ul style="list-style-type: none"> • Relevant trainings/ seminars <p>Number of trainings/ seminars attended relevant to the functions/position assigned in the project for the last 5 years</p> <p>Note: <i>Relevant trainings for Creative Director such as art direction, creative thinking, advertising, copywriting,</i></p>	5%	5 pts. - Attended 14 or more 4 pts. - Attended 11 - 13 3 pts. - Attended 7 - 10 2 pts. - Attended 4 - 6 1 pt. - Attended 1 - 3 0 pt. - No relevant training/ seminar attended

	CRITERIA	WEIGHT	RATING SYSTEM (point system)
	<i>creative writing, graphic and web design, digital photography, search engine optimization, print production, branding and marketing.</i>		
	TOTAL	100%	

11. The contract shall be completed per milestone from the receipt of Notice to Proceed (NTP) as specified in the Terms of Reference (TOR).
12. Development Bank of the Philippines reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
13. For further information, please contact:

DBP Bids and Awards Committee Secretariat

6/F Procurement & Inventory Management
Department, DBP Head Office, Sen. Gil J. Puyat
corner Makati Avenue, Makati City
Trunkline: (+632) 818-9511 local 2610, 2606, or
2617
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Email: bac-sec@dbp.ph
Bid Reference No. C-2021-10

ATTY. LUTGARDA C. BAQUIRAN-PERALTA
Senior Vice President, and
Chairperson, DBP Bids and Awards Committee