



BIDDING DOCUMENTS FOR

THE

**Procurement of Consulting
Services for the Campaign
Development, Management,
and Implementation for
Investor Protection Week
2024**

(PART I)

PB No. 2024-036

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REQUEST FOR EXPRESSION OF INTEREST FOR

PROCUREMENT OF CONSULTING SERVICES FOR CAMPAIGN DEVELOPMENT, MANAGEMENT, AND IMPLEMENTATION FOR INVESTOR PROTECTION WEEK 2024 PB No. 2024-036

1. The Securities and Exchange Commission (SEC), through the authorized appropriations under the **FY 2024 Approved Operating Budget of SEC**, intends to apply the sum of **Ten Million Pesos (₱ 10,000,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for the **"Procurement of Consulting Services for the Campaign Development, Management, and Implementation for Investor Protection Week 2024 (PB No. 2024-036)"**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. SEC now calls for the submission of eligibility documents for the abovementioned Project, which main objective is to engage a consultant which shall undertake the concept development, design and layout, extensive research, editorial services, photography, hair and make-up services, and production, digital publication, printing and delivery services.
3. SEC will hold a meeting on the eligibility documents with the prospective bidder/interested consultants (i.e., Consulting Firm/Group) on **27 August 2024 at 10:00 A.M.** at the Conference Room 7/F SEC Headquarters, 7907 Makati Ave., Salcedo Village, Brgy. Bel-Air, Makati City and/or through video conferencing or webcasting via Zoom.
4. Eligibility documents of interested consultants must be duly received by the BAC Secretariat through manual submission at the office address indicated below **on or before 30 August 2024 (1:00 P.M.)**. Late bids shall not be accepted. Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion.

Bid opening shall be on **30 August 2024 (1:15 P.M.)** at the given address below and via video conferencing. Bids will be opened in the presence of the bidders' representatives who choose to attend the activity. Authorized attendees, including representatives of bidders, who are physically present at the Conference Room 7/F SEC Headquarters, 7907 Makati Ave., Salcedo Village, Brgy. Bel-Air, Makati City shall likewise join the meeting via videoconferencing.

Bidders are advised to first log in the BAC virtual (Zoom) waiting room and wait for further advice to join the BAC meeting room, the link of which shall be provided to the bidders before the start of bid opening.

5. Interested bidders may obtain further information from the BAC Secretariat and inspect the Bidding Documents at the address given below during office hours from 8:00 a.m. to 5:00 p.m.
6. A complete set of Bidding Documents may be acquired by interested bidders on **22 August 2024** from the address below.

It may also be downloaded from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the SEC website.

7. 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.
8. The BAC shall draw up the short list of consultants from those who have submitted Expressions of Interest and have been determined as eligible in accordance with the provisions of RA No. 9184, otherwise known as the "Government Procurement Reform Act," and its 2016 Revised IRR. The short list shall consist a maximum of five (5) prospective bidders who will be entitled to submit bids. The BAC shall consider the short list should less than five (5) prospective bidders apply for eligibility and short listing, and actually pass the eligibility check or pass the minimum score required.
9. In accordance with Section 24 of RA No. 9184 and its 2016 Revised IRR, the criteria and rating system for short listing are:
 - i. Experience and capability of the consultant (60%)
 - ii. Qualification of principal and key personnel (20%)
 - iv. Current workload of the personnel relative to capacity (20%)
10. SEC shall evaluate bids using the Quality-Cost Based Evaluation (QCBE). The criteria and rating system for the evaluation of bids shall be provided in detail in the Eligibility Data Sheet.
11. SEC reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to awarding of the contract in accordance with Sections 35.6 and 41 of RA No. 9184 and its 2016 Revised IRR, without thereby incurring any liability to the affected bidder or bidders.

Moreover, in accordance with Section 24.7 of the 2016 Revised IRR of RA No. 9184, notwithstanding the eligibility of a consultant and/or inclusion in the shortlist of consultants, SEC reserves the right to review the consultant's qualifications at any stage of the procurement process if it has reasonable grounds to believe that a misrepresentation has been made, or that there has been a change in the consultant's capability to undertake the project from the time of submission of the eligibility requirements.

12. For further information, please refer to:

SEC BAC Secretariat
Procurement Division, Management Services Department
Securities and Exchange Commission
7th Floor SEC Headquarters, 7907 Makati Ave.
Salcedo Village, Brgy. Bel-Air, Makati City
Telephone No.: 8818-5330
Email address: mvabuyog@sec.gov.ph

13. You may visit the following website to download the Bidding Documents:
<https://www.sec.gov.ph>
<https://www.philgeps.gov.ph>

21 August 2024

A handwritten signature in blue ink, appearing to read 'Armando', is placed over a solid black rectangular background.

ARMANDO A. PAN JR.
Chairman, BAC
mva

SECTION II. ELIGIBILITY DOCUMENTS

1. Eligibility Criteria

1.1 The following persons/entities shall be allowed to participate in the bidding for Consulting Services:

- (a) Duly licensed Filipino citizens/sole proprietorships;
- (b) Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;
- (c) Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;
- (d) Cooperatives duly organized under the laws of the Philippines; or
- (e) Persons/entities forming themselves into a joint venture, *i.e.*, a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, That Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.

1.2 When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the **EDS**.

1.3 If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the conditions stated in the **EDS**.

1.4 Government owned or -controlled corporations (GOCCs) may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under commercial law, and (c) are not attached agencies of the Procuring Entity.

2. Eligibility Requirements

2.1. The following eligibility requirements, together with the Eligibility Documents Submission Form, shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:

- (a) Class "A" Documents –

Legal Documents

- (i) PhilGEPS Certificate of Registration and Membership in accordance with Section 8.5.2 of the IRR, except for foreign bidders participating in the procurement by a Philippine Foreign Service Office or Post, which shall submit their eligibility documents under Section 24.1 of the IRR, provided, that the winning Consultant shall register with PhilGEPS in accordance with Section 37.1.4 of the IRR;

Technical Documents

- (ii) Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period provided in the **EDS**. The statement shall include, for each contract, the following:
 - (ii.1) the name and location of the contract;
 - (ii.2) date of award of the contract;
 - (ii.3) type and brief description of consulting services;
 - (ii.4) consultant's role (whether main consultant, subconsultant, or partner in a JV)
 - (ii.5) amount of contract;
 - (ii.6) contract duration; and
 - (ii.7) certificate of satisfactory completion or equivalent document specified in the **EDS** issued by the client, in the case of a completed contract;
- (iii) Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions in accordance with Clause 1.2, including their respective curriculum vitae.

(b) Class "B" Document –

If applicable, the Joint Venture Agreement (JVA) in case the joint venture is already in existence, or duly notarized statements from all the potential joint venture partners in accordance with Section 24.1(b) of the IRR of RA 9184.

- 2.2. The eligibility requirements or statements, the bids, and all other documents to be submitted to the BAC must be in English. If the eligibility requirements or statements, the bids, and all other documents submitted to the BAC are in foreign language other than English, it must be accompanied by a translation of the documents in English. The documents shall be translated by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. The English translation shall govern, for purposes of interpretation of the bid.
- 2.3. Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, subconsultants may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.

3. Format and Signing of Eligibility Documents

- 3.1. Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2. Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3. The Eligibility Documents Submission Form shall be signed by the duly authorized representative/s of the Bidder. Failure to do so shall be a ground for the rejection of the eligibility documents.
- 3.4. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

4. Sealing and Marking of Eligibility Documents

- 4.1. Prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL – ELIGIBILITY DOCUMENTS". Each copy thereof shall be similarly sealed duly marking the envelopes as "COPY NO. ___ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2. The original and the number of copies of the eligibility documents as indicated in the **EDS** shall be typed or written in ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3. All envelopes shall:
 - (c) contain the name of the contract to be bid in capital letters;
 - (d) bear the name and address of the prospective bidder in capital letters;
 - (e) be addressed to the Procuring Entity's BAC specified in the **EDS**;
 - (f) bear the specific identification of this Project indicated in the **EDS**; and
 - (g) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.
- 4.4. Eligibility documents that are not properly sealed and marked, as required in the bidding documents, shall not be rejected, but the bidder or its duly authorized representative shall acknowledge such condition of the documents as submitted. The BAC shall assume no responsibility for the misplacement of the contents of the improperly sealed or marked eligibility documents, or for its premature opening.

5. Deadline for Submission of Eligibility Documents

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the **EDS**.

6. Late Submission of Eligibility Documents

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 0 shall be declared "Late" and shall not be accepted by the Procuring Entity. The BAC shall record in the minutes of submission and opening of eligibility documents, the Bidder's name, its representative and the time the eligibility documents were submitted late.

7. Modification and Withdrawal of Eligibility Documents

- 7.1. The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as “ELIGIBILITY MODIFICATION” and stamped “received” by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.
- 7.2. A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.
- 7.3. Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project. A prospective bidder that acquired the eligibility documents may also express its intention not to participate in the bidding through a letter which should reach and be stamped by the BAC before the deadline for submission and receipt of eligibility documents.

8. Opening and Preliminary Examination of Eligibility Documents

- 8.1. The BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders’ representatives who choose to attend, at the time, on the date, and at the place specified in the **EDS**. The prospective bidders’ representatives who are present shall sign a register evidencing their attendance.

In case the submitted eligibility envelopes cannot be opened as scheduled due to justifiable reasons, the BAC shall take custody of the said envelopes and reschedule the opening on the next working day or at the soonest possible time through the issuance of a Notice of Postponement to be posted in the PhilGEPS website and the website of the Procuring Entity concerned.

- 8.2. Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder.
- 8.3. The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:
 - (h) the name of the prospective bidder;
 - (i) whether there is a modification or substitution; and
 - (j) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.
- 8.4. The eligibility of each prospective bidder shall be determined by examining each bidder’s eligibility requirements or statements against a checklist of requirements, using non-discretionary “pass/fail” criterion, as stated in the Request for Expression of Interest, and shall be determined as either “eligible” or “ineligible.” If a prospective bidder submits the specific eligibility document required, he shall be rated “passed” for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently

insufficient submission, shall be considered “failed” for the particular eligibility requirement concerned. If a prospective bidder is rated “passed” for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as “eligible.” If a prospective bidder is rated “failed” in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as “ineligible.” In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

9. Short Listing of Consultants

- 9.1. Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the **EDS** shall be considered for short listing.
- 9.2. The BAC shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the **EDS**.
- 9.3. Short listed consultants shall be invited to participate in the bidding for this project through a Notice of Eligibility and Short Listing issued by the BAC.

10. Protest Mechanism

Decision of the Procuring Entity at any stage of the procurement process may be questioned in accordance with Section 55 of the IRR of RA 9184.

Section III. Eligibility Data Sheet

Eligibility Documents	
1.2	<i>No further instructions.</i>
1.3	<i>No further instructions.</i>
2.1(a)(ii)	The statement of all ongoing and completed government and private contracts shall include all such contracts within five (5) years prior to the deadline for the submission and receipt of eligibility documents.
2.1(a)(ii.7)	The Service Provider/Consultancy Firm must show certification or any equivalent document from each of its clients, as stated in the Statement of ALL Completed Contracts form, that it is in good standing and has implemented similar projects (Clause 9.1) to its client's expectations. This particular requirement of submitting certification or equivalent document shall only apply to contracts that are similar in nature to the project at hand.
4.1	Each prospective bidder shall submit one (1) original copy of its eligibility documents and electronic copy of bids shall be submitted upon instruction of the BAC thru its SEC Secretariat.
4.3(c)	Armando A. Pan Jr. BAC Chairman Securities and Exchange Commission The SEC Headquarters, 7907 Makati Ave., Salcedo Village Brgy. Bel-Air, Makati City Email address: <i>mvabuyog@sec.gov.ph</i>
4.3(d)	The name of the Project is "Procurement of Consulting Services for the Campaign Development, Management, and Implementation for Investor Protection Week 2024(PB No. 2024-036)"
5	The address for submission of eligibility documents is Procurement Unit Supply Chain Division, Management Services Department, 7/F SEC Headquarters, 7907 Makati Ave., Salcedo Village, Brgy. Bel-Air, Makati City The deadline of the submission of eligibility documents is on 30 August 2024 (1:00 P.M.)
8.1	The place of opening of eligibility documents is Conference Room, 7/F SEC Headquarters, 7907 Makati Ave., Salcedo Village, Brgy. Bel-Air, Makati City. Opening of bids will simultaneously be done via videoconferencing or webcasting. Bidders are advised to first log in the BAC virtual (Zoom) waiting room and wait for further advice to join the BAC meeting room, the link of which shall be provided to the bidders before the start of bid opening. The date and time of opening of eligibility documents is on 30 August 2024 (1:15 P.M.)
9.1	Similar contracts shall refer to any consultancy services for the development, management, and implementation of communication plan and media production or any synonymous project/s as described in the Terms of Reference.

9.2	The BAC shall rank the consultants in descending order based on their total scores considering the criteria presented below, and identify the top five (5) eligible consultants as shortlisted consultants. Should less than the required number of consultants apply for eligibility and short listing, pass the eligibility check, and/or pass the minimum score required in the short listing, the BAC shall consider the same. Scoring shall be based on eligibility documents submitted, considering the following evaluation criteria: i. Experience and capability of the consultant (60%) ii. Qualification of principal and key personnel (20%) iv. Current workload of the personnel relative to capacity (20%) <i>To qualify for shortlisting, the prospective bidder should achieve an overall minimum score of 70 points.</i>
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CHECKLIST OF ELIGIBILITY REQUIREMENTS

(For Guidance Only)

I. Class "A" Documents –

Legal Documents

- ☐ **(a)** Valid PhilGEPS Registration Certificate (Platinum Membership) (all pages);

Technical Documents

- ☐ **(b)** Eligibility Documents Submission Form accompanied by a duly notarized company's Secretary's Certificate or Special Power of Attorney, as applicable (Use Annex B); **and**
- ☐ **(c)** Statement of all Government and Private Contracts Completed which are Similar in Nature (Use Annex C), together with Certificate/s of Good Standing and Satisfactory Completion or equivalent document/s; **and**
- ☐ **(d)** List of all Ongoing Government and Private Contracts Including Contracts Awarded but not yet Started (Use Annex D); **and**
- ☐ **(e)** Statement of the Consultant's Nationality (Use Annex E), with the attached Curriculum Vitae for the Proposed Professional Staff (Use Annex F)

Financial Documents

- ☐ **(f)** The Consultant's audited financial statements (AFS), showing among others, the Consultant's total and current assets and liabilities, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two (2) years from the date of bid submission

II. Class "B" Document –

Legal Documents

- ☐ **(i)** Valid Joint Venture Agreement (JVA) if JV is in existence or duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the event that the bid is successful.

* In case a discrepancy exists between the requirements stated in the Checklist and the requirements specified in the Bidding Documents, the latter shall prevail.

ELIGIBILITY DOCUMENTS SUBMISSION FORM

[Date]

Securities and Exchange Commission

Bids and Awards Committee

SEC Headquarters, 7907 Makati Ave. Salcedo

Village, Brgy. Bel-Air, Makati City

Ladies/Gentlemen:

In connection with your Request for Expression of Interest dated *[insert date]* for **Procurement of Consulting Services for the Campaign Development, Management, and Implementation for Investor Protection Week 2024 (PB No. 2024-036)**, *[Name of Consultant]* hereby expresses interest in participating in the eligibility and short listing for said Project and submits the attached eligibility documents in compliance with the Eligibility Documents therefor.

In line with this submission, we certify that:

- a) *[Name of Consultant]* is not blacklisted or barred from bidding by the GOP or any of its agencies, offices, corporations, or LGUs, including foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, and that each of the documents submitted; and
- b) Each of the documents submitted herewith is an authentic copy of the original, complete, and all statements and information provided therein are true and correct.

We acknowledge and accept the Procuring Entity's right to inspect and audit all records relating to our submission irrespective of whether we are declared eligible and shortlisted or not.

Yours sincerely,

Signature

Name and Title of Authorized Signatory

Name of Consultant

Address

**Statement of all Government and Private Contracts
Completed which are Similar in Nature**

Business Name: _____

Business Address: _____

Name and Location of Project Name of Client/ Contact Person/Contact Number/Email Address	Date of Award of the Contract	Type and Brief Description of Consulting Services	Amount of Contract	Project Duration (Start Date – Completion Date)	Consultant's Role (Main Consultant/ Subconsultant/ Partner in a JV)
<u>Government</u>					
<u>Private</u>					

Submitted by : _____

(Printed Name and Signature)

Designation : _____

Date : _____

Instructions:

- a) The contracts should have been completed (i.e., accepted) within the **five-year period from opening of bids**
- b) Similar contracts shall refer to the consultancy services for the development, management and implementation of communication plan and media production or any of its component/s or any synonymous project/s as described in the Terms of Reference

Note: Date of Acceptance shall mean the date when the items delivered have **satisfactorily met** the requirements of the procuring entity, as evidenced by Certificate of Good Standing and Satisfactory Completion or equivalent document (e.g., Certificate of Final Acceptance/Completion from the bidder's client, or an Official Receipt or a Sales Invoice) which must be included in the bid submission.

**List of all Ongoing Government and Private Contracts
Including Contracts Awarded but not yet Started**

Business Name: _____

Business Address: _____

Name and Location of Project Name of Client/ Contact Person/Contact Number/Email Address	Date of Award of the Contract	Type and Brief Description of Consulting Services	Amount of Contract	Project Duration (Start Date - Completion Date)	Consultant's Role (Main Consultant/ Subconsultant/ Partner in a JV)
<u>Government</u>					
<u>Private</u>					

Submitted by : _____

(Printed Name and Signature)

Designation : _____

Date : _____

Instructions:

- i. State **ALL** ongoing contracts including those awarded but not yet started (government and private contracts which may be **similar or not similar** to the project being bidded) prior to opening of bids.
- ii. If there is no ongoing contract including awarded but not yet started as of the aforementioned period, state none or equivalent term.

STATEMENT OF THE CONSULTANT'S NATIONALITY

Securities and Exchange Commission

Bids and Awards Committee

SEC Headquarters, 7907 Makati Ave.

Salcedo Village, Brgy. Bel-Air, Makati City

Ladies/Gentlemen:

In compliance with the requirements of the Securities and Exchange Commission – Bids and Awards Committee (SEC-BAC) for the bidding of the **Procurement of Consulting Services for the Campaign Development, Management, and Implementation for Investor Protection Week 2024 (SEC PB No. 2024-036)**, I/we hereby declare the following:

1. [Select one and delete the rest].

[If domestic entity consultant] That (Name of the consultant) is a domestic sole proprietorship/partnership/corporation/joint venture organized or formed under the laws of the Philippines;

[If foreign entity consultant] That (Name of the consultant) is a foreign sole proprietorship/partnership/corporation/joint venture organized or formed under the laws of the (Name of the country);

[If foreign entity consultant] That (Name of the consultant) is registered with the Securities and Exchange Commission and/or any agency authorized by the laws of the Philippines;

2. That the following are the proposed Personnel:

Name of ALL Proposed Personnel	Proposed Position	Job Status*	Nationality	Proof of Identification
1.	Lead Consultant		Filipino	
2.	Team Member		Filipino	
3.	Team Member		Filipino	
4.	Team Member		Filipino	
5.	Team Member		Filipino	

**indicate whether Permanent (P) or Freelancer (F)*

3. That attached herewith are the Curriculum Vitae of the above-mentioned personnel (*Annex/es*__); and
4. That the undersigned is/are the authorized representative/s for this public bidding as evidenced by herewith attached notarized authority.

Very truly yours,

Signature: _____

Name and Title of Authorized Signatory: _____

Name of Consultant/Company: _____

Address: _____ Contact No/s. _____

(Note: Please attach the notarized authority of the consultant's signatory for the public bidding for this project)

CURRICULUM VITAE (CV) FOR PROPOSED KEY PROFESSIONAL TEAM LEADERS

Proposed Position:			Please check:		
			☐ Team Leader		☐ Team Member
Personal Information					
Name: (Last Name, First Name, Middle Name)					
Address			Contact No.		Email Address
Date of Birth			Citizenship		Civil Status
Work Experience <i>(start from the current employment)</i>					
Company Name	Inclusive Dates		Total <i>(Years, Months)</i>	Position Title	Actual Duties and Responsibilities (specify if L&D, HR or OD-related)
	From	To			
Current Workload <i>(include workload or projects form other companies, if any)</i>					
Company Name	Inclusive Dates		Total <i>(Years, Months)</i>	Position Title	Actual Duties and Responsibilities
	From	To			
Relevant Training <i>(within the last 10 years, start from the most recent)</i>					
Course Title	Inclusive Dates		Location	No. of Hours	Conducted / Sponsored by
	From	To			

Education <i>(start from the most recent)</i>					
School	Inclusive Dates		Degree Course	Scholarships / Academic Honors Received	
	From	To			
Certificates, Other Credentials					
Title			Date Received		

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and experience.

Signature

Date: _____

CURRICULUM VITAE (CV) FOR PROPOSED KEY PROFESSIONAL TEAM MEMBERS

Proposed Position:				<i>Please check:</i>	
☐ Team Leader				☐ Team Member	
Personal Information					
Name: (Last Name, First Name, Middle Name)					
Address			Contact No.		Email Address
Date of Birth			Citizenship		Civil Status
Work Experience <i>(start from the current employment)</i>					
Company Name	Inclusive Dates		Total <i>(Years, Months)</i>	Position Title	Actual Duties and Responsibilities (specify if L&D, HR or OD-related)
	From	To			
Current Workload <i>(include workload or projects from other companies, if any)</i>					
Company Name	Inclusive Dates		Total <i>(Years, Months)</i>	Position Title	Actual Duties and Responsibilities
	From	To			
Relevant Training <i>(within the last 10 years, start from the most recent)</i>					
Course Title	Inclusive Dates		Location	No. of Hours	Conducted / Sponsored by
	From	To			

Education *(start from the most recent)*

School	Inclusive Dates		Degree Course	Scholarships / Academic Honors Received
	From	To		

Certificates, Other Credentials

Title	Date Received

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and experience.

Signature

Date: _____

TERMS OF REFERENCE
PROCUREMENT OF CONSULTANCY SERVICES
FOR CAMPAIGN DEVELOPMENT, MANAGEMENT, AND IMPLEMENTATION
FOR INVESTOR PROTECTION WEEK 2024

I. BACKGROUND AND OBJECTIVES

The Securities and Exchange Commission (“SEC” or the “Commission”) is the national government regulatory agency mandated to register and oversee corporations, and to develop and regulate the capital market toward good corporate governance, protection of investors, widest participation of ownership, and democratization of wealth.

In line with its mandates, the Commission adopted the SEC CAN! (Communication, Advocacy and Network) Strategic Initiative to increase the knowledge and awareness of stakeholders and the public about the Commission’s initiatives, programs, and activities. The SEC CAN! Initiative entails the creation and dissemination of multimedia information, education, and communication materials, and the conduct of nationwide on-ground information drives.

To promote financial literacy and investor protection, in particular, the Commission, under the SEC CAN! Initiative, pushed for the celebration of Investor Protection Week (IPW), which was institutionalized through Presidential Proclamation No. 846 signed by former President Rodrigo Duterte on 15 November 2019. The proclamation directed the Commission to lead the observance of Investor Protection Week due to the growing number of reported investment scams in the country and to reinforce efforts to inform and educate the public on financial literacy, investor rights and responsibilities, and investment risks, among others.

Apart from the IPW, the SEC also celebrates the World Investor Week (WIW) every first week of October. The WIW is a week-long, global campaign promoted by the International Organization of Securities Commissions (IOSCO) to raise awareness about the importance of investor education and protection and highlight the various initiatives of securities regulators in these two critical areas.

During the WIW and IPW, the SEC produces educational materials in various formats and media, as well as conducts roadshows, events, and other activities, which are all aimed at promoting financial literacy and investor protection. To ensure the timeliness and effectiveness of the educational materials and activities to be produced or implemented during the WIW and IPW, the Commission approved the procurement of consultancy services for campaign development, management, and implementation, including video production and events management.

II. SCOPE OF WORK

The Consultant shall work in close coordination with the Corporate Communication Division (“CCD”) and the Strategic Partnership and Advocacy Division (“SPAD”) of the Commission on the following:

a. Campaign Development

The Consultant shall develop a communication plan, which shall include stakeholder analysis, communication strategies, three (3) concepts or theme ideas, a message house, appropriate communication activities and materials in various formats for placement across all types of media, evaluation framework/metrics, and a project timeline, among others.

b. Production of IEC Materials

The Consultant shall lead the production of IEC materials such as videos, photos, art cards, reels, and other content.

The Consultant shall primarily plan, schedule, edit, and provide creative direction for the production of the IEC materials, including animation and motion graphics.

The approved budget for the contract shall cover expenses related to transportation, hair and makeup, talent management, placement, and other out-of-pocket or miscellaneous expenses.

c. Event Production and Management

The Consultant shall lead the planning, management, and conduct of at least two (2) events and shall provide all logistical, talent, and technical requirements, including stage and backdrop, lights and sounds, special effects, LED walls, and other necessary equipment.

The Consultant shall also provide the creative, production, and technical teams including the Stage/Technical Director, Writer, Stage Manager, Production Assistants, Photo and Video Documentation personnel, and other crew as may be necessary.

All related expenses for the conduct of the events shall be covered by the approved budget for the contract.

III. DELIVERABLES

Specifically, the Consultant shall submit or fulfill the following:

A. Campaign Development
Deliverables: • Organize and attend conceptualization and consultation meetings • Develop and present three (3) proposed concepts or theme studies for

the campaign, for the review and approval of the SPAD, CCD, and the Commission • Provide a complete Communication Plan with a schedule of activities, content calendar, implementation plan, and implementation tracker • Revise concept or theme and project plan, as necessary • Terminal Report, which shall include key performance metrics, assessment of the effectiveness of the campaign, and recommendations on improvements that the Commission may implement in the future, within 20 days after the end of the campaign • Other deliverables as may be required
B. Production of IEC Materials
Deliverables: • Provide up to three (3) studies for each IEC material identified and approved under the campaign plan • Handle all works necessary to produce the IEC materials, including scriptwriting, location shoots, and identification of talents subject to clearance from the Commission • Revise the IEC materials based on comments and instructions from the CCD, SPAD, and Commission • The IEC materials shall include the following: ○ At least four (4) Social Media Art Cards ○ At least four (4) Social Media Reels ○ Five (5) audio-visual presentations with at least five (5) minutes length highlighting the Commission's accomplishments in the following areas: ■ Ease of Doing Business ■ Capital Market Development ■ Sustainability and Corporate Governance ■ Investor Education and Protection ■ Organizational Development • Place the IEC materials on appropriate platforms • Turnover of all raw, editable, or layered files used in the production of the IEC materials
C. Event Production and Management
Deliverables: • Venue setup, including stage design/decoration, venue layout and styling, printing of banners and directional signage (if needed), registration counter • All technical requirements, including but not limited to Audio-Visual and Lighting System (speakers, microphones, etc.), LED wall screen, backdrop, stage/set design, LED projector and screen (as needed), Stage truss system (as needed), Speakers' technical requirements, Microphones (lapel and wireless), Amplifiers, Laptops (mac and windows) with appropriate connectors, Presentation Clicker/Laser Pointer/Easel, Appropriate cables and video adapters (VGA, HDMI,

etc.), Professional lighting system (if needed), Signage/roll-up banner within and around the venue (if needed), Close circuit camera and dedicated camera/s for documentation purposes, Non-wired/wireless internet connection equipment, as needed

- Carry out written transcription, photo, audio, and video documentation for all campaign activities;
- Produce same-day-edit and highlight videos;
- Provide a live feed system for online streaming, through the SEC's YouTube account, for posting on the SEC's official Facebook page;
- Submit at least twenty (20) edited photo highlights per event for posting on SEC's official social media accounts within the day of conduct of the activities;
- Create and submit a photo and video bank of the events containing both the unedited high-resolution image/video files and approved final outputs within ten (10) business days from the conclusion of the campaign;
- Prepare a program scenario and script that includes the following: Spiels of Emcee/ Voice Over, Speaker's Introduction, and Housekeeping Reminders including safety and health protocols, and other announcements and event information
- Organize and facilitate Speakers' Technical Rehearsal; Management of pre-recorded presentations, technical requirements, etc.
- Provide external talents to host the events related to the campaign, as needed
- Provide appropriate entertainment for all related events
- Provide a dedicated technical and production team
- Handle all logistical requirements
- Turnover of all raw, editable, or layered files of the audio/visual materials used during the events
- Other related deliverables as may be required

III. CONTRACT TERM

The Consultant shall complete the scope of work as specified above within the month of November 2024 and shall fulfill or submit certain deliverables to the SEC in accordance with the proposed timetable, which must be approved by the Commission.

IV. PROPOSED BUDGET FOR THE CONTRACT

The approved budget for the contract is **Ten Million Pesos (Php 10,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses. This covers the Consultant's service fees, other professional fees, actual project costs, out-of-pocket expenses for transportation, communication, food, and all other necessary or miscellaneous expenses.

V. TERMS OF PAYMENT

MILESTONE	PERCENTAGE OF PAYMENT
A. Concept Idea and Communication Plan	30%
B. Successful Release of All IEC Materials and Conduct of All Events Included in the Campaign	60%
C. Turnover of the following materials: <i>Storage: 1) Cloud storage, 2) 1 external hard drive</i> 1. Concept/theme presentation (PDF and Powerpoint presentation) 2. Communication Plan (PDF and Powerpoint presentation) 3. Photos (Raw and Edited) 4. Videos (Raw and Edited)	10%
TOTAL	100%

VI. METHODOLOGY

The basis for the selection of the Consultant shall be Section 33.2.1.2 of the Updated Revised Implementing Rules and Regulations of the Government Procurement Reform Act (RA No. 9184). The Commission shall evaluate bids using **Quality-Cost Based Evaluation (QCBE)** with the **Technical Proposal** having an **85%** weight and the **Financial Proposal** having a **15%** weight.

Criteria	Score
Technical Proposal	85%
Financial Proposal	15%
Total Score	100%

VII. QUALIFICATION OF THE CONSULTANT

The Consultant must have a proven track record in **communication strategy development, campaign development and implementation, IEC materials production, and event production and management.**

The team that will handle the project must include the following key personnel, other additional manpower is at the discretion of the supplier:

Communication Strategist (Team Leader)

- Bachelor's degree in Communications, Public Relations, Marketing, or any related field
- At least five (5) years of work experience in communications, consultancy services, and/or marketing
- Excellent in writing, editing, and communication research
- Has handled similar projects in the past ten (10) years

Creative Director (Member)

- Bachelor's degree in Communications, Public Relations, Marketing, or any related field
- At least five (5) years of work experience in consultancy services
- Has handled similar projects in the past ten (10) years

Videographer / Photographer (Member)

- Professional photographer, preferably with a National Certificate in Photography
- At least five (5) years of professional experience, preferably in at least one company included in the Top 500 Corporations
- Must present portfolio
- Has complete professional photography equipment

Video Editor (Member)

- Bachelor's degree in Communication, Film Production, Videography, Cinematography, Broadcasting, or any related field
- At least five (5) years of work experience in video editing
- Excellent writing and editing skills
- Must present portfolio

Copywriter/Writer (Member)

- Bachelor's degree in Creative Writing, Communication, Journalism, or any related field
- At least five (5) years of work experience in writing, editing, and scriptwriting for multimedia presentations
- Can produce copies for viral social media content
- Must present portfolio

Production Coordinator/Assistant (Member)

- Preferably with a Bachelor's degree in Events Management, Videography, or any related field
- At least five (5) years of work experience in handling events and similar campaigns or projects, preferably for other government agencies or Top 500 companies

VIII. CRITERIA FOR SHORTLISTING OF ELIGIBLE BIDDERS

To qualify for the shortlisting, the prospective bidder should achieve an overall minimum score of 70 points.

No.	Evaluation Criteria	Weights
1	Experience and capability of the consultant	60
	<i>Reputable consultant with demonstrated history of successful projects both in government and top corporations</i> • Handled more than 50 related projects in the last 10 years (60 points) • Handled more than 40 related projects in the last 10 years (50 points) • Handled more than 30 related projects in the last 10 years (40 points) • Handled more than 20 related projects in the last 10 years (30 points) • Handled less than 20 related projects in the last 10 years (20 points) • Handled less than 10 related projects in the last 10 years (10 points)	
2	Qualification of key personnel <i>*Scores of all key personnel will be averaged</i>	20
	2.1 Communication Strategist	
	2.1.1 Professional Experience (Max: 10 points) • More than 10 years of professional experience (10 points) • 7 to 10 years of professional experience (5 points) • 5 to 7 years of professional experience (3 points)	
	2.1.2 Education Qualification (Max: 5 points) • Postgraduate degree (5 points) • Bachelor's degree (3 points) • Certifications or Trainings (2 points)	
	2.1.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max:	

	5 points) • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points) • 1 to 5 completed relevant projects (1 point)	
	2.2 Creative Director	
	2.2.1 Professional Experience (Max: 10 points) • More than 10 years of professional experience (10 points) • 7 to 10 years of professional experience (5 points) • 5 to 7 years of professional experience (3 points)	
	2.2.2 Education Qualification (Max: 5 points) • Postgraduate degree (5 points) • Bachelor's degree (3 points) • Certifications or Trainings (2 points)	
	2.2.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max: 5 points) • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points) • 1 to 5 completed relevant projects (1 point)	
	2.3 Videographer/Photographer	
	2.3.1 Professional Experience (Max: 10 points) • More than 10 years of professional experience (10 points) • 7 to 10 years of professional experience (5 points) • 5 to 7 years of professional experience (3 points)	
	2.3.2 Education Qualification (Max: 5 points) • Postgraduate degree (5 points) • Bachelor's degree (4 points) • Certifications or Training (3 points)	
	2.3.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max: 5 points) • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points) • 1 to 5 completed relevant projects (1 point)	
	2.4 Video Editor	
	2.4.1 Professional Experience (Max: 10 points) • More than 10 years of professional experience (10 points)	

	• 7 to 10 years of professional experience (5 points) • 5 to 7 years of professional experience (3 points)	
	<i>2.4.2 Education Qualification (Max: 5 points)</i> • Postgraduate degree (5 points) • Bachelor's degree (4 points) • Certifications or Trainings (3 points)	
	<i>2.4.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max: 5 points)</i> • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points)	
	2.5 Copywriter/Writer	
	<i>2.5.1 Professional Experience (Max: 10 points)</i> • More than 10 years of professional experience (10 points) • More than 7 to 10 years of professional experience (7 points) • 5 to 9 years of professional experience (5 points) • 2 to 4 years of professional experience (3 points)	
	<i>2.5.2 Education Qualification (Max: 5 points)</i> • Postgraduate degree (5 points) • Bachelor's degree (4 points) • Certifications or Trainings (3 points)	
	<i>2.5.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max: 5 points)</i> • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points) • 1 to 5 completed relevant projects (1 point)	
	2.6 Production Coordinator/Assistant	
	<i>2.6.1 Professional Experience (Max: 10 points)</i> • More than 10 years of professional experience (10 points) • More than 7 to 10 years of professional experience (7 points) • 5 to 9 years of professional experience (5 points) • 2 to 4 years of professional experience (3 points)	
	<i>2.6.2 Education Qualification (Max: 5 points)</i> • Postgraduate degree (5 points) • Bachelor's degree (3 points) • Certifications or Trainings (2 points)	

	2.6.3 Prior engagements in handling campaigns, producing videos, and managing events, or other related projects (Max: 5 points) • 10 to 20 completed relevant projects (5 points) • 5 to 10 completed relevant projects (3 points) • 1 to 5 completed relevant projects (1 point)	
3	Current workload of the personnel relative to capacity	20
	3.1 Satisfactory performance on completed projects (Max: 5 points) • Certificate of satisfactory performance by previous client or any equivalent document (5 points)	
	3.2 Overall Work Commitment (Max: 5 points) • Higher than 1.5 ratio (number of consultants divide ongoing projects) (5 points) • Between 1.0 and 1.5 ratio (number of consultants divide ongoing projects) (3 points) • Between 0.5 and 1.0 ratio (number of consultants divide ongoing projects) (2 points) • Lower than 0.5 ratio (number of consultants divide ongoing projects) (1 point) *Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to the current number of projects he/she is handling	
	TOTAL SCORE	100%

IX. CRITERIA FOR EVALUATION OF SHORTLISTED BIDDERS

The technical and financial proposals of the shortlisted bidders will be evaluated through Quality Cost-Based Evaluation (QCBE), based on the following criteria:

No.	Evaluation Criteria	Minimum Score
TECHNICAL PROPOSAL		(85%)
1	Experience and Capability of the Consultant	30
	A. Reputable consultant with demonstrated history of successful projects both in government and top corporations (Max: 15 points) • Handled more than 50 related projects in the last 10 years (15 points)	

	- Handled more than 40 related projects in the last 10 years <i>(10 points)</i> - Handled more than 30 related projects in the last 10 years <i>(5 points)</i> - Handled less than 20 related projects in the last 10 years <i>(3 points)</i> B. Received local or international awards related to communications or marketing from a reputable institution (Max: 5 points) - More than 10 awards <i>(5 points)</i> 5 to 9 awards <i>(3 points)</i> 3 to 7 awards <i>(2 points)</i> C. Prior engagements in handling campaigns, producing videos, managing events, and other related projects (Max: 10 points) - More than 5 to 10 active and completed relevant projects <i>(10 points)</i> 3 to 5 active and completed relevant projects <i>(5 points)</i>	
2	Qualification of key personnel	15
	A. Professional Experience (Max: 10 points) a. Communication Strategist - More than 10 to 15 years of professional experience <i>(7 points)</i> - More than 7 to 10 years of professional experience <i>(5 points)</i> 3 to 5 years of professional experience <i>(3 points)</i> b. Creative Director - More than 10 to 15 years of professional experience <i>(7 points)</i> - More than 7 to 10 years of professional experience <i>(5 points)</i> 3 to 5 years of professional experience <i>(3 points)</i> c. Videographer/Photographer - More than 10 to 15 years of professional experience <i>(7 points)</i> - More than 7 to 10 years of professional experience <i>(5 points)</i> 3 to 5 years of professional experience <i>(3 points)</i>	

	d. Video Editor • More than 10 to 15 years of professional experience (7 points) • More than 7 to 10 years of professional experience (5 points) • 3 to 5 years of professional experience (3 points) e. Copywriter/writer • More than 10 to 15 years of professional experience (7 points) • More than 7 to 10 years of professional experience (5 points) • 3 to 5 years of professional experience (3 points) f. Production Coordinator/Assistant • More than 10 to 15 years of professional experience (7 points) • More than 7 to 10 years of professional experience (5 points) • 3 to 5 years of professional experience (3 points)	
	B. Education (Max: 5 points) a. Communication Strategist • Master's degree (2 points) • Bachelor's degree or appropriate vocational certificate (1 point) b. Creative Director • Master's degree (2 points) • Bachelor's degree or appropriate vocational certificate (1 point) c. Videographer/Photographer • Master's degree (2 points) • Bachelor's degree or appropriate vocational certificate (1 point) d. Video Editor • Master's degree (2 points) • Bachelor's degree or appropriate vocational certificate (1 point)	

	<i>e. Copywriter/Writer</i> ● Master’s degree (2 points) ● Bachelor’s degree or appropriate vocational certificate (1 point) <i>f. Production Coordinator/Assistant</i> ● Master’s degree (2 points) ● Bachelor’s degree or appropriate vocational certificate (1 point)							
3	Plan of Approach and Project Methodology	40						
	<table><tr><td>Concept Idea and Communication Plan</td><td>20%</td></tr><tr><td>Production of IEC Materials</td><td>10%</td></tr><tr><td>Event Production and Management</td><td>10%</td></tr></table>	Concept Idea and Communication Plan	20%	Production of IEC Materials	10%	Event Production and Management	10%	
Concept Idea and Communication Plan	20%							
Production of IEC Materials	10%							
Event Production and Management	10%							
FINANCIAL PROPOSAL		(15%)						
TOTAL SCORE		100						

X. OWNERSHIP OF WORK

The thematic concepts, key visuals, photographs, videos, and other publication materials prepared and produced by the Consultant shall belong to and remain as property of the Commission. The Consultant may retain copies of such materials for record purposes and submission for local and international awards only.

XI. CONFIDENTIALITY CLAUSE

The Consultant warrants the full confidentiality of all information given by the Commission and/or gathered in relation to the fulfillment of the required services during the course of the engagement. The Consultant shall not disclose such information and shall return all materials, data, and other related documents to the Commission after the completion of the contract.

Furthermore, the Consultant shall not be engaged by any person or entity whose business or interests are against the interests of the Commission, including corporations with pending cases before the Commission. This prohibition shall subsist for a period of one (1) year after the expiration of the contract.

For this purpose, the Consultant shall enter into a Non-Disclosure Agreement with the Commission.

XII. TERMINATION OF THE CONTRACT

Either the Commission or the Consultant may terminate the engagement if either party commits a breach of any of the conditions of the contract and fails to remedy the same within thirty (30) days from receipt of a written demand from the concerned party for explanation and immediate rectification. In any case, a thirty (30)-day prior, written notice must be given to the concerned party.

The failure of either party to perform its obligation under this engagement shall not subject the party to any liability if such failure is caused or is occasioned by an event of *force majeure*, including but not limited to an act of God such as fire, explosion, flood, drought and earthquake; war, hostility, invasion, act of foreign enemies, mobilization, requisition or embargo; rebellion, revolution, insurrection, or civil war; riot, commotion, strike or any other labor unrest; and an act or threat of terrorism.