



**Invitation To Bid
For
Social Media and PR services
for
Ethad ESCO (Yr 2023)
(ITB #212)**

ITB Issue Date : 30th Jan 2023

Submission Due Date : 3rd February 2023

Response Due Time : 10:00 AM (UAE Time)

Submission Mode : E-submission via Dropbox

Important Notice:

Any enquiries to be addressed only to Etihad.tenders@etihadesco.com

IMPORTANT NOTICE

This Invitation to Bid (“**ITB**”) is being made available by Al Etihad Energy Services Co. LLC (hereinafter referred to as “**Etihad**” or the “**Employer**”) to the bidders on the terms set out in this ITB. This ITB contains a summary of available information and no reliance will be placed on any information or statements contained herein, and no representation or warranty, expressed or implied, is or will be made in relation to such information. Neither the Employer nor its clients or partners will have any liability or responsibility in relation to the accuracy, adequacy or completeness of neither such information nor any statements made. For the avoidance of doubt, bidders should not assume that such information or statements will remain unchanged. Nothing in this ITB will be construed as legal, financial or tax advice. In no circumstances will the Employer, its partners or clients will incur any liability or responsibility arising out of or in respect of the issue of this ITB.

The Employer reserves the right to amend this ITB, the procurement process, its requirements and any information contained herein at any time by notice, in writing, to the bidders.

Nothing in this ITB is, or should be relied upon as representation of fact or a promise as to the Etihad’s decision at the end of the procurement process or its ultimate decision in relation to the award of any agreement(s) or any other future event.

The Employer and its customers, advisers, consultants, contractors, employees and/or agents do not accept any responsibility for the legality, validity, effectiveness, adequacy or enforceability of any documentation executed, or which may be executed, in relation to this procurement process. No legal relationship or other obligation will arise between a bidder and The Employer unless and until an agreement has been formally executed in writing by The Employer and the bidder and any conditions precedent to its effectiveness have been fulfilled.

The Employer reserves the right, at its absolute discretion and without notice, to terminate, abandon, alter or change the basis of this procurement process, or to exclude one or more of the bidders from this procurement process and, in such circumstances, The Employer and its respective advisors shall not be liable to any person(s) as a result thereof.

Each bidder’s acceptance of delivery of this ITB constitutes its agreement to, and acceptance of, the terms set forth in this ITB.

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1 GENERAL INFORMATION

1.1 PURPOSE

AL ETIHAD ENERGY SERVICES CO OWNED BY DEWA ONE PERSON COMPANY L.L.C is seeking proposals from companies having expertise in social media and digital marketing services

The objective of the ITB is to hire a qualified agency to provide Social Media services and manage all social media accounts for the Employer (accounts of Energy Service Lines) More specifically:

Etihad ES Social Media Objectives:

- Generate Etihad ES brand awareness and awareness on energy services offered by Etihad by effectively utilizing social media channels
 - Increase the reach of Etihad ES messages
- Establish a global platform within the Energy Performance Contracting market (EPC) , Solar Service Providers, Facility Management (FM) to position Etihad ES as a leading energy services company in the region to encourage such service providers to connect and work with Etihad in the region and Dubai specifically

All received proposals as submitted to the Employer, shall become property of the Employer, and will not be returned to the Bidders.

The Project award shall be at the sole discretion of the Employer, and the Employer reserves the right to select bidder for the Project award.

1.2 SELECTION PROCESS

The Employer will select the Bidder, whose proposal is considered to be able to offer the greatest value to the Employer. The bidder's proposal will be evaluated in accordance with Section 4 "Proposal Evaluation" of this ITB.

1.3 BIDDER'S RESPONSIBILITY

The Bidder is required to assume responsibility for all the services offered in the Bidder's proposal, whether or not the Bidder directly provides those services. Furthermore, the Employer requires the Bidder to be the one single point of contact with regard to contractual matters, including the payment of any and all charges resulting from the agreement or any underlying subcontract. However, the Employer reserves the right to approve all major sub-contractors.

All potential sub-contractors shall be listed in the proposal, including their experience and references.

1.4 INQUIRIES

All interested Bidders shall examine the ITB carefully and may submit a written request to the Employer for further information, interpretation or correction of any ambiguity, inconsistency or error that may be discovered upon examination of the ITB.

The Employer will respond to the written request for information and/or clarifications submitted regarding the ITB and share such clarifications with all Bidders simultaneously. All clarifications will be encompassed in an addendum to the ITB.

Any interpretation, change or correction in the form of a written addendum shall be binding on the Bidders. Bidders shall not rely upon any interpretation, change or correction made with any other method. Failure by a Bidder to receive any addendum issued by the Employer shall not release said Bidder from any obligations under its proposal.

Bidders are requested to send all the queries regarding the ITB documents to Etihad.tenders@etihadesco.com. Any such enquiry must be received no later than seven (7) days before the proposal submission date. Queries requested in any other way shall not be considered.

2 PROPOSAL SUBMISSION

2.1 POLICIES

- 1 The Employer reserves the right to reject any or all proposals on the basis of being unresponsive to these guidelines or for failure to disclose requested information.
- 2 The Employer shall not be liable for any costs incurred by respondents / Bidders in the preparation of submittals and/ or proposals nor in costs related to any element of the selection and contract formation process.
- 3 Any proposal received by the Employer after the Proposal Submission Date and Time shall not be evaluated. In the event that the Proposal Submission Date of the ITB is declared as a holiday by the UAE/Dubai Government, the next working day shall be considered as the new Proposal Submission Date (and Time).
- 4 The proposal must be prepared and submitted in the English language. Supporting documents and printed literature furnished by the Bidder(s) with the proposal may be in another language as long

as they are accompanied by an English translation of the pertinent passages. For the purpose of interpretation of the proposal, the English language shall prevail.

- 5 Bidder's proposal should be valid for **Forty Five (45) days** from prescribed submission date.
- 6 The Bidder is to **separately submit** the financial proposal and the technical proposal .
- 7 At any time prior to the Proposal Submission Date, the Employer may, for any reason, whether at its own initiative or in response to a clarification requested by a Bidder, modify this ITB (including extending the Proposal Submission Date) by an addendum. The addendum shall be considered as part of the ITB documents, and will be communicated in writing to all Bidders who have received the original ITB, and shall be binding on them.
- 8 The Employer is not bound to accept the lowest price or any tender nor is it bound to give any reason for the rejection of any tender.
- 9 The Employer reserves the right to award the Project to a single Bidder or may divide the Project amongst multiple Bidders at its absolute discretion.
- 10 The Employer reserves the right to accept or reject any proposal and to annul the bidding process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the effected bidder (s) or any obligation to justify the grounds for the Employer's action to the affected Bidder(s).

2.2 SUBMISSION

Proposal submission is via Drop Box Link attached .

<https://www.dropbox.com/request/IOzHBlmTDKXBQqDUTuPH>

Bidders need to submit the Technical Proposal, Commercial Proposal , Form of Bid through the provided Drop Box Link.

Note:

1. Bidders are requested to follow the sample file naming for the documents.
2. Drop Box link will get expired by 3rd February 2023 10:00 AM

Recommended file Name:

- Technical proposal (Recommended File Name: "TP-ITB#212-Company Name")

- Commercial proposal (Recommended File Name: "CP- ITB#212-Company Name")
- Duly signed & filled Form of BID (Recommended File Name: "FOB- ITB#212-Company Name")

Proposal should be comprised of above Three (3) documents in Zip/pdf format

Submission Date: 3 February 2023, Friday before 10:00 AM

Notes:

1. All received proposals shall become property of the Employer and will not be returned to the Bidder.
2. In case the Bidder decides to sub-contract part of the work to third parties, the Bidder must specify such decision when submitting the Proposal, annexing the description and credentials of sub-contractors. In the case that a Bidder responds as a group of companies or a consortium, a copy of the partnership agreement for the consortium shall be provided by the Bidder. The partnership agreement must clearly define the roles and responsibilities of each party. The consortium or partnership must designate one single contact person for the purpose of contact. A consortium must remain valid during the life of the project and the partnership agreement should reflect the same.

2.2.1 ALTERNATIVE PROPOSALS

Bidders shall submit a fully compliant tender.

Should any Bidder wish to submit an alternative tender they may do so as a separate submission, so long as the alternative tender fully complies with Instructions for Submission of ITB and is clearly marked 'Alternative Proposal'.

Bidder only submitting an alternative tender, at the sole discretion of the Employer, may have their tender accepted or rejected.

2.3 PROPRIETARY INFORMATION

If a proposal includes any proprietary data or information that the Bidder does not want to be disclosed to the public, such data or information must be specifically identified as such on every page on which it is presented. Data or information thus identified will be used by the Employer solely for the purposes of evaluating submitted proposals and conducting contract negotiations to the extent it is legally capable of maintaining the confidentiality of such information.

The Bidder shall treat everything contained in this ITB as **private and confidential**. In particular, the Bidder shall not publish any information, drawing or photograph concerning the works.

2.4 SIGNATURE

The Bidder's proposal must be signed and stamped along with the Form of Bid (Annexure A) signed by the Bidder's authorized signatories and should bear the Bidder's official seal.

3 PROPOSAL PREPARATION INSTRUCTIONS

The proposal can be prepared in Microsoft Word or searchable PDF. All submitted documents must be clear and legible, and all pages shall be numbered. The Bidder's proposal shall contain the following sections at a minimum

3.1 DETAILED DESCRIPTION OF MANDATORY PROPOSAL SECTIONS

I. TECHNICAL PROPOSAL

The Technical Proposal should include the following elements as a minimum:

- A. Cover Page
 - Etihad ES - Social Media Services
 - Company name, registered address, contact person, title, contact telephone number, fax number, email address, company website
 - Project leader(s)' name and title

- B. Table of Contents and Executive Summary
 - Proposals shall include a table of contents properly annotated with respect to section and page numbers to facilitate locating the information included.
 - The Executive Summary should highlight the main features of each Technical Proposal

- C. Scope of Work Coverage and Approach (in line with the requirements outlined in Attachment 1)
 - Present key elements of your proposal based on the ITB scope.
 - Demonstrate understanding and/or familiarity with Dubai DSM Strategy 2030, Etihad ES Social Media tactics on energy efficiency and demand side management
 - Describe your approach and activities to fulfill the ITB, with a preliminary timeline
 - Describe your Social Media strategies for Etihad ES and the expected evolution / phases (i.e.

how do you see the evolution of the Etihad ES brand over the next 3 years and how can Social Media strategies enable and support that evolution?)

- Specify any additional investments required from Etihad ES to achieve Social Media objectives (e.g. advertising, social media influencers)
- List proposed KPIs for social media services
- Include any additional activities/deliverables deemed essential with justification
- Specify the proposed team structure and credentials
- Specify input and support required from Etihad ES for the execution of works

D. Annexes

- Bidder's Structure and Organization in accordance with Annexure B
- Statement of Compliance in accordance with Annexure C
- Personnel and Staffing in accordance with Annexure D
- Bidder's Relevant Past Experience that aligns with Scope of Services in accordance with Annexure E
- Confidentiality Undertaking in accordance with Annexure F

E. FINANCIAL PROPOSAL

The bidder shall prepare its financial proposal with the following requirements:

1. Form of Bid, in accordance with Annexure A
2. All prices shall be in United Arab Emirates Dirhams (AED)

All prices shall be in United Arab Emirates Dirhams (AED)

4 PROPOSAL EVALUATION

The evaluation of proposals shall be based on the requirements set-out in the ITB. The evaluation will consist of following two (2) stages:

- Immediate Rejection Criteria
- Detailed Proposal Evaluation

The following sections present coverage of each evaluation stage.

Criteria for Rejection of Proposal

The Employer reserves the right to immediately reject Proposals not meeting the following mandatory requirements:

- Proposals must be submitted along with original hard copy of Bid Bond.
- Proposals must be prepared in English language.
- Proposals must be prepared and submitted strictly in accordance with **clause 2** hereof.
- Proposals must be valid for forty-five “**90**” days from the Proposal Submission Date.
- Proposal must be accompanied with Form of Bid properly signed and stamped in accordance with Annexure A.
- Proposal must be accompanied with Bidder’s signed Confidentiality Undertaking in accordance with Annexure F.
- Proposal must not be submitted in form of fax or e-mail.
- Proposals format must conform to the requirements of this ITB.
- Financial Proposal must be submitted separately, and not as part of the Technical Proposal. Any proposal received after the Proposal Submission Date and Time shall not be accepted by the Employer.

DETAILED PROPOSAL EVALUATION

The Technical and Commercial evaluation shall be based on the numerical merit score. A **total of 100 points** shall allocated to the below indicated areas.

4.1 Technical Evaluation

The proposals will be technically reviewed and screened with respect to compliance on the basis of ITB and scope of work. No major deviations/exceptions to the main stipulations of the ITB shall be accepted.

During proposal evaluation, the Bidders may be requested individually to respond to technical queries, and to confirm technical aspects. The objective of this exercise shall also be to bring all the Proposals to the same and acceptable level of conformity with the Project scope of work and requirements.

The technical evaluation shall be based on numerical merit score. A **total of 50 points** have been allocated to following areas as detailed below:

Proposals will be evaluated based on the following criteria:

- 30 Points for Coverage of scope of work, approach and creativity
- 10 points for Staff experience and profile
- 10 points for Previous experience working with government organizations and/or in the energy sector

4.2 Financial Evaluation

The financial evaluation of a proposal shall be based on numerical merit score. A **total of 50 points** have been allocated for financial evaluation.

Total 50 points shall be given to the proposal which has lowest price for overall scope of the Project. For calculating points of other bids following formula shall be used:

Financial Proposal Points of Proposal 'X' shall be equal to lowest evaluated price multiply by 50 and divided by total price of Proposal 'X'.

Achieved Score of Proposal 'X' = Lowest Evaluated Price x 50 / Total Price of Proposal 'X'

4.3 Global Evaluation

For the purpose of establishing the lowest evaluated bid the technical points and commercial points scored shall be integrated as follows;

	Points Scored			
	Bidder	X	Y	Z
- 50% Technical Score				
- 50% Financial Score				
100% Total				

The Bidder with the best total score will be invited to sign the Contract.

5 Payment

Payment Will be done quarterly after acceptance of quarterly Invoices and report, Employer has right to stop payments and terminate the contract in case services are below par expectations.

ATTACHMENTS

- **ATTACHMENT 1** : **PROPOSAL REQUIREMENTS (ANNEXURES)**
- **ATTACHMENT 2** : **SCOPE OF SERVICES**

ATTACHMENT 1

PROPOSAL REQUIREMENTS (ANNEXURES)

- **ANNEXURE A** : **FORM OF BID**
- **ANNEXURE B** : **STRUCTURE AND ORGANIZATION**
- **ANNEXURE C** : **STATEMENT OF COMPLIANCE**
- **ANNEXURE D** : **PERSONNEL & STAFFING DETAILS**
- **ANNEXURE E** : **RELEVANT PAST EXPERIENCE**
- **ANNEXURE F** : **CONFIDENTIALITY UNDERTAKING**

**ANNEXURE A
FORM OF BID**

Dated: _____
ITB No.: _____

To,
**AI Etihad Energy Services Co. owned by DEWA one person
Company LLC.
P.O. BOX 37578
Dubai
United Arab Emirates**
Dear Sir,

Having examined the ITB, the receipt of which is hereby acknowledged, we, the undersigned, offer to provide Social media and PR Services for Etihad ESCO for Yr 2023 (ITB # 212) in conformity with the Scope of Work, Specifications and at the following price:

Main Offer	TOTAL TENDER PRICE LUMP SUM IN AED. - EXCLUDING VAT	TOTAL TENDER PRICE LUMP SUM IN AED. - WITH APPLICABLE VAT
	in figures:	in figures:
Social Media Services		
PR services		
TOTAL	in figures: in words	in figures: in words

We confirm that we fully comply with the Provisions of UAE VAT Law and regulations and have shown separately the applicable VAT amount against each item. We also herewith submit our VAT Tax Registration Number (TRN) and copy of Tax Registration Certificate issued by Federal Tax Authority, UAE. We also understand that VAT shall be payable by AI Etihad Energy Services Co. LLC to us only upon receipt of a VAT compliant valid Tax Invoice as per UAE VAT regulations.

1. **Discount**, if any to be deducted from the above amount(s) is given below:

OFFER	DISCOUNT IN PERCENTAGE
Main Offer% (in words)

2. We understand that only such discounts as are shown in this Form of BID shall be considered and that any discounts shown elsewhere will not be taken into account for tender evaluation and that the discount shall be applicable to the tender as a whole, as well as to all items/sections or parts thereof individually.
3. We undertake, if our Proposal is accepted, to commence the works upon receipt of written notification of acceptance of our ITB.
4. We agree to abide by this Proposal for the period of **Ninety (90) days** from the Proposal Submission Date and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
5. We confirm that the terms and Conditions given in the ITB are acceptable to us and if our proposal is accepted, we shall execute a contract with AI Etihad Energy Services Co LLC accordingly without any exceptions, we further confirm to commence service within **fourteen (14) days** of the letter of award issued by the Employer.
6. We understand that you are not bound to accept the lowest or any proposal you may receive.
7. We understand that Employer reserves right to award whole or part of work without any extra cost to Employer.

8. We understand that we will engage the labors and staff sponsored by our company only. We shall obtain written confirmation & permission from Employer prior to utilizing any sub-contractors / other company personnel.
9. We hereby confirm that no Employer staff or his or her relatives up to third degree has ownership or partnership in our company and our participation in Employer ITB does not constitute a conflict or perceived conflict of interest.
10. We shall be deemed to have fully informed ourselves of the following provision: -

Any commission, advantage, gift, gratuity, reward or bribe given, promised or offered by or on behalf of the Bidder or his agent or servant or any other person on his or their behalf to the Employer or to the engineer or the engineer's representative or to any of their respective members, officers, servants, advisors, agents or employees or to any person on their behalf or on behalf of any of them in relation to the obtaining or to the execution of this or any other contract with the Employer, may, in addition to any criminal liability which may thereby be incurred, subject the Bidder to the cancellation of this and all other contracts which he may have entered into with the Employer and also to the payment of any loss or damage resulting from such cancellation.
11. Our proposal does not contain any deviation or exceptions from the terms & conditions enunciated in the ITB documents.

Dated this _____ day of _____ 2023.

Name & Signature _____ in the capacity of _____
duly authorized to sign proposal for and on behalf of:

(NAME OF THE BIDDER IN CAPITALS)

Complete Address : _____

Telephone No. : _____

Fax No. : _____

Signature : _____

ANNEXURE B
STRUCTURE AND ORGANIZATION

To be completed by the bidder. In case of a consortium, all parties forming the consortium should provide the requested information

I. BIDDER'S DETAILS

Legal Name of the Company : _____

Trade License No. : _____

Date & Place of Incorporation : _____

Address : _____

Telephone No. : _____

Telefax No. : _____

Email Address : _____

Company Website : _____

Please attach valid and notarized copies of Company Statement of Ownership, UAE Trade License. In case of a consortium, please attach valid copy of the consortium agreement clearly defining roles of all parties involved.

II. EXPERIENCE DETAILS

Total Years of Global Experience : _____

Total Years of Experience in UAE : _____

III. DETAILS OF COMPANY ACCREDITATIONS AND CERTIFICATIONS

Accreditation / Certification	Date of Accreditation / Certification

Please attach valid copies of above mentioned accreditations and certifications (if applicable).

IV. PLEASE ATTACH AN ORGANIZATION CHART SHOWING YOUR COMPANY STRUCTURE INCLUDING THE POSITIONS OF DIRECTORS AND KEY PERSONNEL

V. AUTHORIZED COMPANY REPRESENTATIVE

Name : _____

Designation : _____

Nationality : _____

Passport No. : _____

Signatures : _____

Please attach valid and notarized copy of Power of Attorney confirming above details

ANNEXURE C

STATEMENT OF COMPLIANCE

Please state your firm's compliance to terms and conditions of this ITBs and confirm that your proposal (s) will remain valid for 90 days from the submission deadline.

ANNEXURE D
PERSONNEL & STAFFING DETAILS

Please use the following table to present background on all of the key personnel. Include CV of all staff who will be assigned responsibility for core tasks as per this contract and ensure CVs cover all the areas below highlighting experience and education most relevant to the activities outlined in Attachment 1 (Scope of Services).

PERSONNEL PROFILE	
Name :	
Potential Role	
Base Location	
Current Employment	
Current job title	
Job responsibilities	
Details of key clients represented	
Number of years with the bidder	
Previous Employment (expand as needed)	

Job Title	
Company name	
Job responsibilities	
Details of Key clients represented	
Number of years with firm	
Academic/Professional Qualifications	
Degree/discipline:	
College/university	
Professional affiliations	
Technical Training	
Accreditations	
Overall total years of relevant experience	
Other relevant experience or accomplishments:	

ANNEXURE E

RELEVANT PAST EXPERIENCE

Please provide details of your relevant past experience, at a minimum in areas outlined in Attachment 1 (Scope of Services)

ANNEXURE F

CONFIDENTIALITY UNDERTAKING

TO : Al Etihad Energy Services Co. owned by DEWA One Person Company LLC

FROM : _____ **(Bidder)**

The bidder (*name of the bidder*) hereby undertakes that:

1. CONFIDENTIAL INFORMATION

In connection with the bidding process in respect of SOCIAL MEDIA SERVICES to Al Etihad Energy Services (the Project), the bidder understands that the documents including, without limitation, the existence of the concept for the Project itself, software, trade secrets, formulas, methods, techniques, compositions, research data, performance indicators, know-how, processes, designs, drawings, specifications and combinations thereof, computer programs, software, firmware, equipment, systems, products, projects price lists, quotations, details of tender evaluation, and any and all other financial information and statements, personnel, supplier and customers listings, drawings, specifications, literature, and any other material (whether written or not) bearing or incorporating any information relating to this request and intellectual property therein are confidential, but does not include any such information already in public domain or which the Al Etihad Energy Services Co. LLC subsequently makes public.

2. UNDERTAKING

In consideration of the Confidential Information being made available by or on behalf of Al Etihad Energy Services Co. LLC, the bidder undertakes that:

- The bidder shall use the Confidential Information for the purpose of preparing (and, if required, negotiating) a proposal for this ITBs and for no other purpose and will not permit or assist a third party to make use of the Confidential Information for any other purpose;
- The bidder shall treat and safeguard as private and confidential all the Confidential Information received or held by it and that all material containing Confidential Information shall be and remain the property of Al Etihad Energy Services Co. LLC.
- The bidder shall not use the Confidential Information received in any way that is detrimental

to Al Etihad Energy Services Co. LLC;

- If the bidder or its officers, employees or advisors become (or it becomes reasonably likely that the bidder or they may become) legally compelled to disclose any Confidential Information, the bidder shall give Al Etihad Energy Services Co. LLC written notice as soon as possible and consult with Al Etihad Energy Services Co. LLC as to any appropriate action that should be taken; and
- The bidder will inform Etihad Energy Services Co. LLC in writing immediately on becoming aware of any breach of the terms of this Confidentiality Undertaking.

The bidder acknowledges that neither the bidder nor any of its Officers, Employees, Consortium members, Sub-Contractors of any tier or advisors shall be entitled to any right or license in respect of Confidential Information.

The bidder acknowledges that damages alone would not be adequate remedy for Al Etihad Energy Services Co. LLC in respect of the breach of any of the provisions of this Undertaking and accordingly, without prejudice to any and all rights Al Etihad Energy Services Co. LLC may have, Al Etihad Energy Services Co. LLC will be entitled by order of a competent court, without proof of special damage, to the remedies of injunction, attachment, specific performance and other relief for any threatened or actual breach of this Undertaking.

The bidder agrees to hold and keep Al Etihad Energy Services Co. LLC indemnified from and against any and all liability, losses, damages, costs, expenses (including legal fee, court fee and professional fee), suits and claims which Al Etihad Energy Services Co. LLC may suffer or incur as a result of any breach of this Undertaking by the bidder, which indemnity shall be enforced by order of a court of competent jurisdiction.

The Construction, validity and performance of this Undertaking shall be governed by the laws of the Emirate of Dubai, UAE.

BIDDER'S NAME: _____

DULY AUTHORIZED BY LAW TO SIGN ON BEHALF OF THE BIDDER;

Name : _____

Position : _____

Signature : _____

Date : _____

ATTACHMENT 2

SCOPE OF SERVICES

The selected bidder is required to provide **Social Media and PR services for the Employer**. All social media services shall be provided in **English and Arabic**.

- For Energy Service Lines, Social Media services must cover its 5 business lines that is Retrofits, Solar, M&V , FM, Electromechanical and others as they arise

The successful bidder will be contracted on a monthly retainer linked to deliverables and KPIs. The proposed monthly retainer fee should cover all social media services offered as part of the scope, and required to achieve KPI targets (incl. paid social media advertising).

The successful bidder must assign a dedicated senior focal point and account manager **for the Employer** as well as a team with the required credentials and experience. Experience and credentials of the account manager and team are very important in this engagement. Details should also be provided for the “back up” account manager (in case of leave or absence) to ensure continuity of work and consistent quality.

The successful bidder will be required to report to the Employer’s marketing unit on a regular bi-weekly or monthly basis (depending on the need that will be assigned during the kick-off meeting).

Social Media:

The Employer launched social media accounts and platforms for Energy Service Lines in December 2017 on Instagram, Facebook, Twitter and LinkedIn. The objective of this social media services engagement is to improve our presence on social media platforms and grow our community with more followership and engagement to ensure higher brand awareness and reach.

For ETIHAD ES Energy Service Lines, the expected services for Social Media are the following:

Activity	Details	Frequency/ Timeline
Social Media Strategy	<ol style="list-style-type: none"> 1. Clear objectives, steps and timelines 2. Clear strategy for community engagement and growth 3. Measurable quarterly targets for increase in followers and engagement across all social media platforms (e.g. XX new followers per quarter per platform) 	Two weeks after signing the contract

Social Media Planning	<p>Monthly social media content plans to be developed by the Agency in line with the social media strategy and based on input from the Employer according to the following guidelines:</p> <ol style="list-style-type: none"> 1. Monthly content plan in English and Arabic 2. Covering all active social media platforms with adequate content and clear targeting 3. Consistent frequency of posting <ul style="list-style-type: none"> • 3 posts per week per platform • More active posting in peak times (WETEX, WFES, other events) - 6-7 posts per week • 3 stories should also be included 	<p>Monthly (at least 10 days before the end of the current month for the following month)</p>
Creative materials and graphics for social media posts	<ul style="list-style-type: none"> • The Agency’s creative team is expected to dedicate sufficient time and effort to design the required number of creative images and infographics on a monthly basis and in a timely manner. • The minimum number of creative images and infographics is 10-15 per month (each in English and Arabic) • All images must be submitted for approval prior to the start of the month 	<ul style="list-style-type: none"> • Monthly (in line with the monthly social media plan)
PR services	<ul style="list-style-type: none"> • PR services as per requirement in English and Arabic 	<ul style="list-style-type: none"> • 5-6 in an year
Social Media Videos	<ul style="list-style-type: none"> • Scripts and storyboards for the video are developed by the agency • Videos can be 2D animations or footage depending on Employer’s requirements • Video duration will range from 20 to 60 seconds • Videos may be required with or without voice over. In case voice over is needed, the Employer will provide the voiceover artist • Each video will be done in English and Arabic • Videos will include subtitles when needed 	<ul style="list-style-type: none"> • 3 social media videos per month
Videography Services	<p>Provide professional videography services during events to cover important event highlights that will be used on social media or for development of footage videos</p> <p>The Agency shall provide live video coverage for each event on all social media channels where Employer is participating</p>	<p>As per requirement (5-10 events per year)</p>

Events Coverage, public holidays and celebration announcements	<p>Complete event promotion on social media using pre-event, during event and post-event coverage posts.</p> <p>The agency will also be in charge of creating visuals and contents (English and Arabic), for UAE public holidays and celebration announcements: (Awards, MOU signature, New Partnership)</p>	<p>During Events (5-10 events per year), UAE public holidays and celebration announcements</p>
Management of social media platforms	<ul style="list-style-type: none"> • Ensure company social media platforms are always up to date and operational and resolve any issues that arise • Create and manage the CEO' social media accounts and department heads on LinkedIn 	<p>Ongoing</p>
Community Management of Social Media Platforms and Response Time	<ul style="list-style-type: none"> • Develop list of FAQs and responses in English and Arabic to facilitate responding to queries (first week of engagement) • Respond to follower's queries within a committed response time (2 to 24 hours) • The community manager should be able to reply to negative comments (in a diplomatic manner in order to make the comment positive and satisfy the commentator) 	<p>FAQs and responses: End of first week</p> <ul style="list-style-type: none"> • Response Time: Between 2 hours to 24 hours
Increasing followers and subscribers to Social Media Channels	<ul style="list-style-type: none"> • The Agency will support the Employer in increasing followership and engagement across all its social media platforms in line with the targets set forth in the social media strategy • This should include both organic growth and social media advertising/ digital marketing (e.g. Google SEO, AdWords, AdSense) • Any cost related to social media advertising/ digital marketing, hampers/ gifts for competitions should be included in the monthly retainer. • For each paid or free social media campaign, the Agency will provide: <ul style="list-style-type: none"> ○ Campaign objectives ○ Target Audience ○ Geographical Focus ○ Post-campaign report showing the results achieved against set objectives 	<ul style="list-style-type: none"> • Increase in followers and engagement will be measured on a quarterly basis and compared against target sets in the social media strategy
Monitoring & Reporting	<p>The Agency will report back on a daily basis to the Employer on community engagement as needed, particularly highlighting negative comments to be addressed</p>	<p>Daily</p>

	The Agency will submit monthly social media reports showing growth in followers, overall reach, impressions, engagement, sentiment analysis etc.	Monthly
	The Agency will submit quarterly social media reports showing growth in followers, overall reach, impressions, engagement, sentiment analysis etc. The quarterly report will also compare actual performance against targets set in the social media strategy and justify any deviations and improvement opportunities where needed	Quarterly
	The Agency will submit a yearly social media report comparing quarter by quarter growth, reach, impressions, engagement, sentiment analysis etc. The report will highlight the best and worst of the year and provide a high level strategy for the upcoming year with better objectives and KPIs/ targets	Yearly
	The Agency will also submit specific reports for special campaigns as requested by the Employer	
Research	<ol style="list-style-type: none"> 1. Benchmarking Analysis: Analyze what other cities and countries are doing in the same field and provide quarterly summaries with ideas and recommendations 2. Influencers List: Provide quarterly a list of influencers related to the energy sector <p>Hashtag Analytics: Provide quarterly a list of Hashtags used in the energy sector on each social media platform</p>	Quarterly

All social media content (posts, videos, stories, images) must be approved by the Employer prior to publication

