

Tender specifications
France Pavilion- 9th Session of the World Urban
Forum
Kuala Lumpur, Malaysia

1. Background

1.1. Context

The 9th Session of the World Urban Forum will take place on 7-13 February 2018 in Kuala Lumpur (Malaysia) on the theme "Cities 2030, Cities for all: Implementing the New Urban Agenda". <http://wuf9.org/>

Organised by the UN-Habitat since 2001, the World Urban Forum (WUF) is the main international conference on urban development. WUF is a multi-stakeholder event; it is a space where all urban stakeholders can exchange experiences, including public and private organisations, the general public, researchers and universities, etc. 37,000 people participated in the Medellin session in 2014. 25,000 visitors are expected for this 9th session.

1.2. Project description

To design, implement and monitor the France Pavilion for the 9th Session of the World Urban Forum that will take place on 7-13 February 2018 in Kuala Lumpur (Malaysia).

1.3. Recipient description

French Alliance for Cities and Territorial Development

The French Alliance for Cities and Territorial Development (PFVT) is the platform used by French urban cooperation stakeholders. Launched in 2011, it is a meeting place for government authorities, public institutions, local and regional authorities, businesses, professionals, NGOs and researchers. PFVT:

- encourages capitalising on knowledge and know-how on cities and administrative areas;
- promotes common positions to participate in the international debate;
- highlights French expertise in the field of sustainable urban development.

PFVT is co-chaired by Yves Dauge, former senator, the Ministry of Europe and Foreign Affairs (MEAE), the Ministry of Ecological and Solidarity Transition (MTES) and the Ministry of Territorial Cohesion (MCT).

As PFVT does not have legal personality; Expertise France will lead the procurement on behalf of PFVT.

Expertise France

The organisation of PFVT's technical secretariat was entrusted to Expertise France in August 2013. Expertise France's mandate is within the framework of cooperation, development aid, influence and economic diplomacy in France. The agency promotes French public expertise to establish public policies that respond to institutional, economic, demographic, social and environmental challenges in partner countries.

With a business volume of €150m in 2016 and a portfolio of more than 300 projects in 80 countries, Expertise France is the leading public agency in the area of French international technical cooperation.

2. Details of the services expected

2.1. Overall description

The France pavilion will be a user-friendly space for multi-stakeholders, a well-positioned place for meetings between French stakeholders and international participants attending the World Urban Forum. The overall objective of this mission is to create a **pavilion for French stakeholders at the heart of multiple events.**

More specifically, the objectives are:

- to display a French presence;
- to share French experience and expertise related to sustainable urban development and international urban cooperation;
- to create a French dynamic with a hospitality area and meeting place;
- to encourage French-Malaysian exchanges, and on a broader level, exchanges with countries from that region.

The World Urban Forum exhibition stands will be in the **Kuala Lumpur Convention Centre** close to shopping centres, banks and linked with public transport. The site offers 12,000 m² of exhibition space. Each country is expected to present its national programmes on cities and urban development innovations.

The main messages delivered in the France pavilion will be centred on the Sustainable Development Goal No. 11: Sustainable cities and communities (see Annex 1).

2.2. Service 1: space layout

In order to ensure quality presence at the 9th World Urban Forum, PFVT would like an open 60m² or 80m² space (size to be defined on awarding the contract) which will respond to the Pavilion's multiple uses.

A place for meetings, information and further learning, the pavilion should adapt to the needs of an experienced public (partners, French delegation, PFVT, etc.) but also attract a new public. The space must therefore be a meeting place for our natural ecosystem to hold meetings and networking sessions. It must also be a place for enrichment, discovery and further learning. The Pavilion design will be centred on three "areas":

- a space for "information and discovery": an area for reading and viewing videos, rapid content (cards, QR codes) so that quick visitors can leave with key signs and information;
- a space for "meetings and further learning": to encourage further learning (areas for meetings/workshops/conferences, etc.);
- a "private" space: for small group meetings.

The pavilion must combine attractiveness, openness, originality and usability. The contractor must offer a design that ensures that the France space can be identified from afar. The design will include the human dimension, placing people at the heart of the pavilion. While the space must be original and dynamic, it must remain institutional in character.

It must also be able to receive foreign delegations and networks. The contractor must take into consideration that all spaces will receive high-level governmental guests (French and foreign) during the Forum.

A space for information and discovery

This space is the heart of the pavilion's activity, so it must be visible and accessible to all. This collective space should be designed as a general hospitality area that provides information, promotes the common messages and directs visitors.

This collective space will also be a place where common messages can be expressed and displayed in the form of short texts, photos and videos (content provided by Expertise France).

Notice boards, screens or any other communication media must be able to present the common messages at central space level.

The contractor must ensure that there is enough surface area for display and communication purposes so that it is clear and concise for visitors (experts and non-experts) while ensuring that visitors are able to move fluidly around the France pavilion.

A self-service information and documentation area will be reserved so that PFVT and member documents can be made available. The contractor must foresee an "interactive" area with touchscreen tablets or computers so that visitors can navigate interactive content provided by different PFVT stakeholders. It must also include one or two screens that will display information about the Forum, "France's" activities, etc.

This space will provide visibility for stakeholders on a stand wall displaying partner logos, for example. The grading and definition of counterparts according to the level of funding foresees two main visibility levels: sponsors and PFVT members.

The communal hospitality area also includes a "coffee" area with sustainable, local and fair trade products.

A space for networking and meetings

The pavilion will be a place for stakeholders to meet and exchange experiences. This space in the France pavilion is expected to be able to hold events for around twenty participants throughout the duration of the week. The pavilion will be fitted out so that it can hold events with different layouts: press conferences, film projections, theme-based workshops, round tables, cocktail receptions, breakfasts, etc.

The space must be quickly and easily adaptable at any time of the day. The furniture (especially the chairs) must be adaptable and storable so that they can be assembled or stored quickly and easily, depending on the events being held.

In addition to the workshop area, a specific space will be foreseen for continuous work meetings or B2B meetings (meeting rooms, folding screens, recesses, etc.) with armchairs and coffee tables within the limits of the surface possibilities. Original solutions are expected. This more private space should not give the impression of being closed. A rounded, snail-like space system could be considered.

A practical space

A stock/storage space should also be included. The space must be closable using an access code system (or key) and be designed to accommodate the documentation about the pavilion. The space should include shelving, a small cloakroom area, a refrigerator, hot drinks machine, hot and cold water point and a small work surface. The stock and documentation areas can be foreseen to be within the collective area.

2.3. Complementary provisions

Presence in the pavilion

The France pavilion will ideally be lively to attract French and foreign visitors who will be able to find out information, exchange with French urban cooperation stakeholders or participate in the stand events.

Reception staff (hosts, hostesses) will be present full-time at the pavilion to welcome participants and direct them towards the organisations or people who can respond to their requests.

Management

The service provider shall assign a person to manage the transmission of electronic documents, videos and presentations during the workshops

Transport

The transport of the Pavilion to the exhibition area and its assembly shall be included in the contract with the stand service provider.

3. Expected deliverable

The contractor must provide a schedule and budgeted proposal for the following missions:

- drafting the pavilion project with a visual presentation of the pavilion, then the plans, coordination, schedule, orders, implementation and follow-up of the implementation;
- creating the staging concept and defining the main design principles;
- negotiating contracts, cost of production budget management positions;
- creating the space, including all of the necessary infrastructure with the flooring and all necessary overlays;
- defining staff requirements and establishing the team needed;
- signage, close up and from a distance;
- possible rental of material or furniture (lighting, furniture, refrigerator, coffee machine, shelving, bins, crockery, etc.);
- creating the display material (panels, hanging banner signs, etc.) in accordance with the needs defined;
- the transport, assembly, maintenance (replacing damaged elements during use) and dismantling and recovery/reuse of the pavilion modules and elements at the end of the event;
- electricity, water and telecommunication connections;
- renting IT equipment (flat-screen mini PCs, internet terminals) and audiovisual equipment (sound system, monitors, cassette or CD readers, LCD screens, video players, etc.) from the organisation Pico International;
- The IT and audiovisual management of the space (a technician must be present during the events organised in the space).

Once the media type has been determined, the content of the different communication media must be discussed and prepared with the entities represented, and approved by Expertise France to ensure they are best adapted to the different parts of the space.

The contractor must contact the relevant people at **Pico International** to clarify the details related to the unloading, and more particularly:

- exact unloading address;
- unloading times and dates;
- specific access conditions to the unloading points (secure premises, loading bay, vehicle must be equipped with a tail-lift, etc.);
- mobility conditions imposed (total load weight of delivery vehicles, authorised delivery hours, parking limits, etc.).

MATERIALS

The France pavilion's design must include an "**eco-design**" concept (choice of materials, energy, water) and will be disposable.

All the materials used must **be recyclable** and will not use any toxic substance. Particular attention must be made to the choice of materials to ensure that their water and carbon footprints are minimum.

ASSEMBLY AND INSTALLATION

The contractor is responsible for the services related to assembling and installing the materials outlined in these technical specifications. To this end, the contractor must carry out all the necessary survey work onsite and is liable for any errors in their measurements.

The contractor must ensure to contact the World Urban Forum organisers beforehand and onsite with regard the technical matters (electricity, telephone, specific centre regulations, etc.).

The contractor will ensure onsite installation at the pavilion in line with the indications outlined in the purchase order.

Installation includes:

- onsite assembly of the subsets;
- installation of the equipment itself and the related devices needed to ensure their correct functioning on the site where they are to be used, as well as subsequent adjustments and finalization;
- equipment and related device connections with their environment and the works, the system or the equipment receiving them. More specifically, the contractor will be responsible for connecting the pavilion to the electricity, water and internet;
- supply of the general decoration, adequate lighting system.

The contractor will be responsible for obtaining the plans and specifications of the sites foreseen to receive the elements from the relevant people. The contractor must enquire about the means of access, handling and lifting (if necessary) available onsite, as well as the related supplies available.

The service provider shall ensure that it estimates all the difficulties resulting from the destination of the premises, their surroundings and the use which is made of them and shall conduct all the research it sees fit to proceed with the installation.

The contractor will find out about any constraints by contacting the event organisers. The contractor must adapt the pavilion components to the constraints imposed by the organisers while respecting the requirements made by Expertise France.

If the contractor were to encounter problems with the organisers, which prevents them from carrying out the service, they must immediately notify their contact by a telephone call confirmed by email.

Delivery approval process

Expertise France announces and conducts all operations related to verification and reception of deliverables. In this respect, it approves designs comprising 60/80 m², which the selected contractor will undertake. The coordination of the service provision must be covered by the contractor.

4. Constraints imposed by UN-Habitat / convention centre provider

UN-Habitat's schedule for pavilion installation, construction and disassembly is as follows:

- Installation: 5-6 February 2018
- Cleaning and decoration: 6 February 2018
- Event: 7-13 February 2018, 9 am to 6.30 pm.
- Deliveries during the event: 7-13 February 2018, between 8 am and 9 am.
- Disassembly: 14 February 2018 at 6 pm

5. Submission of tender proposals

The contractor's bid must include a schedule of bi-monthly videoconference meetings in French or English. These meetings will ensure that progress can be monitored and necessary decisions made to ensure that the service runs smoothly. The contractor must outline a backwards schedule in its bid, respecting Expertise France, UN-Habitat and the event organiser's expectations, if different.

5.1. Operator's legal form

Applicants may apply as individuals, joint-and-several liability consortiums or joint-liability-only consortiums.

An applicant may only submit one application and/or tender in one capacity: either as an individual applicant or as a member of a consortium. Furthermore, the same applicant cannot submit an application and/or tender as a member of several consortiums.

If a joint-liability-only consortium were formed, the representative will be jointly and severally liable for the undertaking of the contract of each member of the consortium given their contractual obligations with Expertise France.

In accordance with the regulations in force, the tenderer may subcontract part of the service. In this case, the contractor will outline the nature and amount foreseen to be carried out by subcontractors, the subcontractor names and the price of the subcontractors' services in the tender document.

The tenderer can propose the intervention of a subcontractor while the contract is in progress. In this case, each subcontractor must be authorised by the Client. In any case: every subcontractor must be accepted by the Client and their payment conditions must be approved by the Client; the contractor holds liability for all the contract obligations, including those that are subcontracted.

5.2. Application submission

The contractor will submit a brief dossier in French or English, including:

- a company overview and a list of references (maximum 2 pages),
- CVs of the people involved,
- a design proposal for the France pavilion,
- a schedule,
- a detailed quote.

Skills expected of the contractor:

- Transparency and professionalism, especially when coordinating with Expertise France
- Creativity and reactivity
- Proven experience related to designing and fitting out a stand
- Experience in Malaysia or in the region

The contractor's application must not exceed 30 pages or exceed 10 Mb. Contractors are strongly advised to propose a project using a 3D presentation.

5.3. Tender deadline

Dossiers must be sent by email to contact.pfvf@expertisefrance.fr and camille.le-jean@expertisefrance.fr by **8 December 2017 at 12:00 (Paris, France)**.

5.4. Methods for judging tenders

The contract will be awarded to the tenderer who has submitted the most economically advantageous tender, judged based on the weighted criteria outlined below:

- Criterion 1: Technical value – 70%
 - Sub-criterion 1: understanding of the service and Expertise France's needs concerning all of the services proposed, taking into account the risks and possible factors that may affect the undertaking of the contract (20 points);
 - Sub-criterion 2: quality and creativity of the proposal (graphic design, layout, usage, etc.) and the choice of materials (30 points);
 - Sub-criterion 3: proposed team size, qualifications and skills (10 points);
- Criterion 2: Price – 30%.

Send any further enquiries by email to contact.pfvt@expertisefrance.fr and camille.le-jean@expertisefrance.fr. Applications will be sent to all entities consulted. The documents and files needed to undertake the mission will be sent to the chosen contractor once Expertise France has sent the purchase order.

Contract characteristics

Estimated amount: 30,000 – 40,000 EUR all taxes included.

Activities	Deadlines
Publishing of call for tenders	9 November 2017
Receipt of tenders - Submission of contractors' application dossiers	8 December 2017
Provisional awarding of the contract - Supplier selection	12 December 2017
Signing of the contract	15 December 2017
Service start date - Pavilion preparation	15 December 2017
Assembling the Pavilion (UN-Habitat/event organiser)	6 February 2018

ANNEX 2 – Sustainable Development Goal No.11 - 7 targets

SDG No. 11 - 7 targets

11.1 By 2030, ensure access for all to adequate, safe and affordable **housing and basic services** and upgrade slums

11.2 By 2030, provide access to **safe, affordable, accessible and sustainable transport systems** for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

11.3 By 2030, enhance inclusive and inclusive and **sustainable urbanization** and capacity for participatory, integrated and sustainable human settlement planning in all countries

11.4 Strengthen efforts to protect and safeguard **the world's cultural and natural heritage**

11.5 By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by **disasters**, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

11.6 By 2030, reduce the **adverse per capita environmental impact** of cities, including by paying special attention to air quality and municipal and other waste management

11.7 By 2030, provide universal access to safe, inclusive and accessible, **green and public spaces**, in particular for women and children, older persons and persons with disabilities

11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels

11.c Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials