

## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **22 December 2020**

**Country:** Republic of Moldova

**Description of the assignment:** Visual Identity and Graphic Design Consultant

**Project name:** Enhancing democracy in Moldova through inclusive and transparent elections (phase II)

**Period of assignment/ services:** January 2021 – February 2022 (up to 120 working days)

**Proposals should be submitted online**, by pressing the "Apply Online" button, no later than **08 January 2021, 16:30 (GMT + 2, Moldova Local Time)**

Requests for clarification only must be sent by standard electronic communication to the following e-mails:

[eva.bounegru@undp.org](mailto:eva.bounegru@undp.org) and/or [dorin.toma@undp.org](mailto:dorin.toma@undp.org)

UNDP will respond by standard electronic mail and will send copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

### 1. BACKGROUND

Electoral support and capacity development are part of UNDP's democratic governance assistance worldwide, through which UNDP helps nations build democratic frameworks to improve representation, accountability, and transparency for the benefit of citizens.

UNDP has a long-standing partnership with the Central Electoral Commission (CEC) and the Center for Continuous Electoral Training (CCET) aiming at advancing the democratic electoral processes in Moldova by consolidating the transparency and efficiency of elections' management, modernization of electoral IT solutions and enhancing the inclusiveness and participation of voters. This partnership, which spans over 10 years, resulted in the establishment of strong professional institutions, development of a modern State Automated Information System "Elections" (SAISE), the enhancement of the State Register of Voters' accuracy and the design and implementation of effective long-term civic and voter education instruments.

Throughout the last electoral cycles, CEC and CCET due to the continuous UNDP's support have demonstrated strengthened capacities and, despite challenges and persistent financial limitations faced by the institutions, delivered "well-administered elections" as attested by OSCE/ODIHR Observation Missions.

Building on the sustainable results achieved during the first phase of the Project implementation (2017 – 2020), the objectives of the current Project phase (2020 – 2023) are: 1) Enhance the inclusiveness of the electoral process by increasing the functional and technical capacities of the State Automated Information System "Elections" (SAISE); 2) Enhance the political participation of citizens by setting up and implementing the voters' information and civic education programmes; 3) Strengthen the capacity for effective and coherent oversight and monitoring on political party financing; and 4) Improve the legal and regulatory framework to respond to the EOM recommendations.

To achieve the objectives and ensure the sustainability of results, the Project will further enhance strategic partnerships and will engage with key stakeholders, including public institutions, civil society organizations and the donor community. The Project shall continue to support the CEC and CCET in implementing extensive civic education and voter information programs following their strategic documents.

The interventions of the Project will have systematic and significant implications at policy/legislation, coordination, institutional and electoral service provision levels, having a sustainable impact at the national level. At the same time, the partnerships with CSOs (through grants scheme mechanisms) shall be strengthened and expanded for reaching out to particular groups of citizens with voting rights, as to enable them to be more actively engaged in the electoral and democratic processes.

### 1. Scope of work and expected outputs

The Project intends to contract a Visual Identity and Graphic Design Consultant (further referred to as "Consultant") to provide support to the Project Team in enhancing the Project's current visual identity materials, as well as developing new visual guidelines and graphic materials for the public outreach and communication activities.

The Consultant is expected to carry out the following tasks, under the direct supervision of the Project Manager and in collaboration with the Senior Project Officer and Strategic Communication/Civic Campaign Expert:

- Provide efficient support in defining the visual identity of all communication and public outreach activities;
- Prepare visual guidelines and graphic materials for usage by Project partners (e.g. Civil Society Organizations) under the umbrella of the 2021 Grants Programme "Democracy 2021";
- Conceptualize and elaborate graphical materials pertaining to the Project's public outreach and communication activities;
- Ensure full adherence of all developed graphic materials to the UNDP visual guidelines and recommendations;
- Contribute to the Project's Communication and Visibility Plan by identifying new opportunities for the enhancement of the activities' visibility in terms of printed and online materials;
- Perform other tasks related to the assignment, as required by the Project Manager on an ad-hoc basis;
- Develop and submit monthly reports on the performed activities;
- Prepare and submit the final activity report and source data / files (in editable format) of all developed materials.

*For detailed information, please refer to Annex 1 – Terms of Reference.*

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **Academic Qualifications:**

- University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment.

#### **Experience and knowledge:**

- At least 3 (three) years of demonstrated experience in graphical design;
- At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage or advertisement purposes;
- Previous experience in developing graphical animations is a strong asset;
- Experience in working with CSOs and/or mass-media is a strong asset;
- Previous experience within an UNDP Project and/or EU-funded Project or other international organization is an asset.

#### **Competencies:**

- Excellent knowledge of graphic design and animation software/ platforms (e.g. Adobe Suite);
- Strong sense of initiative and ability to work independently;
- Capacity to build strong relationships with clients and respond positively to feedback;
- Fluency in Romanian (verbal and written) is a must.

#### **Personal qualities:**

- Creativity and ability to present ideas in a clear and concise manner;
- Responsibility and orientation to details,
- Flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks;
- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

*The UNDP Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.*

### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/ information to demonstrate their qualifications:

- Offeror's Letter confirming interest and availability;

- Technical proposal (incl. brief description of experience, approach, and methodology for the completion of the assignment);
- Portfolio/ examples of previous works relevant for the assignment (e.g. graphical materials, visual identities for public events, corporate usage or advertisement purposes, etc.);
- Financial proposal (in USD) specifying a total lump sum requested for the assignment specified in the Terms of Reference;
- Duly completed and signed Personal History Form (P11), personal CV and at least 3 (three) references.

## 5. FINANCIAL PROPOSAL

The financial proposal shall include a breakdown of the lump sum amount (daily rate and number of anticipated working days).

### Travel

Travel is not envisaged in the framework of the current assignment.

## 6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment;
- At least 3 (three) years of demonstrated experience in graphical design;
- At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage or advertisement purposes.

The short-listed individual consultants will be further evaluated based on the following methodology:

### Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/ compliant/ acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight – 60% (300 pts);

\* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment;	<i>Bachelor's degree – 5 pts. Master's degree – 10 pts.</i>	10
At least 3 (three) years of demonstrated experience in graphical design;	<i>3 years – 20 pts., each additional year of experience – 5 pts. up to a maximum of 35 pts.</i>	35
At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage or advertisement purposes;	<i>5 assignments – 20 pts., each additional assignment – 5 pts. up to a maximum of 35 pts.</i>	35
Previous experience in developing graphical animations is a strong asset;	<i>Yes – 25 pts / No – 0 pts.</i>	25
Experience in working with CSOs and/or mass-media is a strong asset	<i>Yes – 15 pts / No – 0 pts.</i>	15
<u>Interview</u>	<ul style="list-style-type: none"> <li>• Previous experience within an UNDP Project and/or EU-funded Project or other international organization is an asset – <i>up to 30 pts.</i></li> </ul>	170

	<ul style="list-style-type: none"> <li>• Excellent knowledge of graphic design and animation software/ platforms (e.g. Adobe Suite) – up to 30 pts.</li> <li>• Creativity and ability to present ideas in a clear and concise manner - up to 30 pts.</li> <li>• Strong sense of initiative and ability to work independently - up to 25 pts.</li> <li>• Capacity to build strong relationships with clients and respond positively to feedback - up to 20 pts.</li> <li>• Flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks – up to 20 pts.</li> <li>• Fluency in Romanian is a must. Knowledge of English and/or Russian will be considered as an advantage. – 5 pts each (15 pts total).</li> </ul>	
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment*	(no – 0 pts., to one group – 5 pts., to two or more groups – 10 pts.)	10
<b>Maximum Total Technical Scoring</b>		<b>300</b>

\* Under-represented group in the area of assignment (IT industry) are women. Under-represented groups in UN Moldova are persons with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees and other non-citizens.

<b>Financial</b>	
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></b> <b>S</b> – score received on financial evaluation; <b>F<sub>min</sub></b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; <b>F</b> – financial offer under consideration	<b>200</b>

#### Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

#### **ANNEXES:**

**ANNEX 1 – TERMS OF REFERENCES (ToR)**

**ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**