



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **09 March, 2021**

Country: Republic of Moldova

Description of the assignment: Graphic Designer

Project name: Migration and Local Development Project (MiDL)

Period of assignment/services: estimative of 100 working days (within the period of March 2021 – December 2021).

Proposals should be submitted **on-line** by pressing “Apply on-line” link, no later than **17 March 2021**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: tatiana.solonari@undp.org UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. BACKGROUND

The Government of Moldova explicitly acknowledges its commitment to link migration and development at the local level. Institutions at all government levels are becoming increasingly aware that migration is one of development factors; this is especially true for migrants and their potential support to the home communities through local essential service improvement (water, sanitation, education, health and social services), skill and knowledge transfer and income generating opportunities.

Given the stringent need to further advance with the implementation of the Decentralization Strategy and embedding migration aspects into development processes, the State Chancellery together with United Nations Development Programme have designed a new Programme phase of the Joint Integrated Local Development Programme. The project is designed to support Central Public Authorities (CPAs) and LPAs to develop and implement strategic policies, methodologies and procedures related to temporary, permanent and circular migration and link them to local development processes, which will enable further design and implementation of joint service improvement and income-generating initiatives, ensuring equal access for women, children, young people the elderly, the disabled, and other population groups in selected localities. Moreover, the project is developed as a replicable approach with potentials for scaling up, with intensive capacity building and strengthening of national and local public authorities to better plan, manage, budget, and implement public service management with participation of community members, including migrants.

Thus, as seen above, integrating migration into local development requires a systematic, tangible

and programmatic approach. The current project is proposed on the basis of the results achieved during the implementation of 3 phases of JILDIP (2007-2015), which has put a series of methodological approaches and strategic frameworks in place. It supports integrated and systematic local development planning and management, by tackling both central and local levels.

The Overall Objective of the Programme is Communities affected by migration benefit from improved essential local services, namely water and sanitation, health, social and education services, and have access to income-generating opportunities, including improved employment reintegration support for returnees.

Considering the specific local development context, current situation and needs, the project sets two primary outcomes:

Outcome 1: The Ministry of Labour, Social Protection and Family and the National Employment Agency have mandates, capacities and resources to provide qualitative employment reintegration services to all returnees.

Outcome 2: Local public authorities have the capacities and resources to engage with community members, including migrants, and to promote know-how transfer from abroad with a view to improving local essential services and offering opportunities for income-generating activities.

Both areas of the project emphasize the national ownership and strengthening capacities at national and local levels to enable a socio-economic environment, secure employment support, reduce disparities and inequalities, provide income generating opportunities, and ensure sustainable local development. The project intervention will apply human rights based and gender equality approaches, including community empowerment and mobilization models with migrants' engagement, and various tools for efficient service provision.

During the first 3 years of implementation (2015-2018) the project proved that the diaspora can contribute a lot back to their places of origin: it is now more engaged in home communities development through 38 Home Town Associations (HTAs), providing already over 6 mln. Lei to local development projects.

A unique model of engaging migrants in the development of their home communities was successfully developed and tested. Centered around HTAs, local public administration with improved migration management capacities, and their permanent interaction, it proved to work well in all Moldovan regions, including Gagauzia and the Security Zone.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The Graphic Designer will support the UNDP Migration and Local Development Project to produce and disseminate key communication and knowledge products (by designing GIFs, graphics and infographics, publications layouts), communication campaigns materials for social media, digital platforms and for printing usage.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The following qualification criteria shall be applied for the selection of the consultant:

Education:

- At least Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree.

Experience:

- At least 3 years of professional experience in animation, graphic design and layout work;
- Experience on development of communications materials on gender, vulnerable groups, migration - is an asset
- Working experience with UNDP and/or national/international organizations is an asset

Competences:

- Very good creative skills in graphic design, visual and digital storytelling;
- Very good creative skills and advanced command over a full range of graphic design software, including Adobe Suite/CC such as Illustrator, InDesign (mandatory), Photoshop, After Effects etc.;
- Solid understanding of printing and production matters and knowledge of different formats for printing;
- Working knowledge of English, Romanian and Russian languages.

Abilities:

- Demonstrated capacity of team-orientation work, excellent planning and organizational skills;
- Good communication and writing skills
- Sensitivity and respect for human rights and gender equality
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout;
- 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

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. **Proposal** explaining why he/she is the most suitable for the work including past experience and portfolio of previous similar works;
2. **Personal CV** including records on past experience in similar projects/assignments;
3. **Financial proposal** in MDL, specifying a total lump sum amount which is "all-inclusive"; All costs (professional fees, communications, consumables during field related missions, etc.) that could possibly be incurred by the Contractor needs to be factored into the proposed price, incorporated in the Offeror's Letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment, and at least 3 reference persons.
4. Offeror's letter confirming interest and availability for the assignment

The United Nations Development Programme in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic 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.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR.

Travel

All travel expenses to target communities are in the **responsibility of MiDL project** and **shall not be included in the financial offer.**

6. EVALUATION

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

- At least Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree
- At least 3 years of professional experience in animation, graphic design and layout work

The short-listed individual consultants will 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
<u>Technical</u>		
At least Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree	<i>(Bachelor Degree – 50 pts. pts, Bachelor Degree in Graphic Design – 80 pts, Each additional trainings in graphic design –10 pts, up to maximum of 100 pts)</i>	100
At least 3 years of professional experience in animation, graphic design and layout work;	<i>(3 years - 50 pts; each additional year – 10 pts, up to maximum of 80 pts.)</i>	80
Proved advanced command over a full range of graphic design software, including Adobe Suite/CC such as Illustrator, InDesign (mandatory), Photoshop, After Effects etc	<i>(no- 0 pts, at least 1 graphic software – 40 pts, each additional software – 10 pts up to maximum of 90 pts)</i>	90
Fluency in English, Romanian and Russian	<i>(Romanian - 10 pts, English – 5 pts., Russian – 5 pts)</i>	20
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment ¹	<i>(no – 0 pts., to one group – 5 pts., to two or more groups – 10 pts.)</i>	10
Maximum Total Technical Scoring		300

¹ Under-represented group in the area of assignment are (men/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.

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

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

ANNEX 3 - PRICE PROPOSAL SUBMISSION FORM