

TERMS OF REFERENCE

SUBJECT: LONG TERM AGREEMENT FOR COMMUNICATION SERVICES

Background:

UNICEF's mission in Moldova is to make sure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country's prosperity.

To fulfill its mandate, UNICEF MOLDOVA Country Office often uses various communication services as part of the implementation of the activities of its cooperation program with the Republic of Moldova.

Objectives / purpose:

The main objective/purpose is to establish the Long-Term Agreements (LTAs) with qualified suppliers for various recurrent communication services to be procured.

Expected results:

Communication services of design, printing, photo-video, event management, branding and indoor/outdoor promotion including delivery, installation, and dismantling.

Deliverables:

As per specifications detailed in each lot sheet below enclosed to these TORs :

- Lot1: Design and Printing services
- Lot2: Design Services
- Lot3: Photo-Video
- Lot4: Branding/Outdoor promotion (i.e. Blue Dot branding), including installation services

Location and Duration:

All these communication services required are for delivery within the Republic of Moldova, mainly at Chisinau, Palanca, Otaci and elsewhere in the country, Republic of Moldova.

The LTAs to be established are time-bound, initially for one year with possibility to be extended twice, for one year each time, in case of the good performance of the supplier.

Qualification requirements:

The suppliers must have a solid experience and the necessary expertise (knowledge and skills) as well as enough material, human and financial resources to perform the tasks of the communication services required.

Evaluation process and methods:

The bidder will submit separately one technical offer and one financial or commercial offer. The technical offer will be evaluated first, and if the offer reach or pass the minimum technical score required then the financial offer or the corresponding bidder will be evaluated secondly, according to the ratio of 70/30 (70 for the technical offer and 30 for the financial offer).

The Technical evaluation of the offer will be based on the criteria below:

Technical criteria	Total Point	Evaluations	Sub-criteria	Max. points
Section 1: Registration and capacity of the bidder	20	1.1. UNGM registration number	UNGM registration number provided (Y/N)	5
		1.2. Audited financial statement of the 3 last years	Audited financial statement of 2019 (Y/N) – 5pts Audited financial statement of 2020 (Y/N) – 5pts Audited financial statement of 2021 (Y/N) – 5pts	15
Section 3: Expertise /Expedience of the bidder with humanitarian (NGOs and UN agency)	25	3.1 - with NGOs 3.2 – with UN agencies for similar communication services	Bidder’s experience for similar communications services for the 5 last years , indicating corresponding contacts for references (name, telephone and email of the 5 major clients reachable – one per year), with contract validity, value and communications services provided. Please join evidence(s) of statement above. – 5pts for each year, in case all information requested per client is provided.	25
Section 4: Completeness and concordance	25	4.1 - Completeness	Exhaustiveness of the answer/submission, in term of completion of all sections requested	10
		4.2- Concordance	Overall concordance between the requirements and the proposal, in term of all specifications	15
	70			70

At the end of the technical evaluation, each offer will receive a technical score. Only financial offers of bidders with the **passing technical score (minimum 49 points)** of the 70 will be evaluated.

Each financial offer evaluated will also receive a score, but based on the formula below, where the **maximum financial score of 30 points** will be assigned to the financial proposal with the lowest price:

$$FsA = 30 * (\text{price of the lowest financial proposal}) / (\text{price of financial proposal A});$$

FsA: Financial score of the financial proposal A (of the bidder named A).

The contract will be awarded to the bidder(s) with the high total score (technical score + financial score) as the final evaluation.