



## **RFP No.: 22/02494: EU4MD/ Technical Assistance related to the successful implementation of Non-Reimbursable Financial Assistance Program for clusters in the Focal Regions**

### **SECTION 1: LETTER OF INVITATION**

United Nations Development Programme, hereinafter referred to as UNDP hereby invites prospective proposers to submit a proposal in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP).

To enable you to submit a proposal, please read the following attached documents carefully.

Section 1: This Letter of Invitation

Section 2: Instruction to Proposers

Section 3: Data Sheet

Section 4: Evaluation Criteria

Section 5: Terms of Reference

Section 6: Conditions of Contract and Contract Forms

Section 7: Proposal Forms

- Form A: Proposal Confirmation
  
- Form B: Checklist
  
- Form C: Technical Proposal Submission
  
- Form D: Proposer Information
  
- Form E: Joint Venture/Consortium/Association Information
  
- Form F: Eligibility and Qualification
  
- Form G: Format for Technical Proposal
  
- Form H: Format for CV of Proposed Key Personnel
  
- Form I: Statement of Exclusivity and Availability



- Form J: Financial Proposal Submission
- Form K: Format for Financial Proposal

If you are interested in submitting a proposal in response to this RFP, please prepare your proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the deadline for submission of proposals set out in Section 3: Data Sheet.

Should you be interested to submit a proposal, please log in to the online portal and subscribe to this tender following the instructions in the system user guide. Should you require further clarifications, kindly communicate through the system as indicated in Section 3: Data Sheet.

Please indicate whether you intend to submit a bid by creating a draft response without submitting directly in the system. This will enable the system to send notifications in case of amendments of the tender requirements. Should you require further clarifications, kindly communicate using the messaging functionality in the system. Offers must be submitted directly in the system following this link: <http://supplier.quantum.partneragencies.org/> using the profile you may have in the portal. In case you have never registered before, follow the [Supplier Portal Registration Link](#) to register a profile in the system. Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember the password or the username from previous registration.

We look forward to receiving your proposal.

UNDP Moldova



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## 1 Overview

### 1.1 General Information

<b>Title</b>	RFP22/02494 Implementation of Non-Reimbursable Financial Assistance for clusters
<b>Contact Point</b>	Grigore Cernenchii
<b>Outcome</b>	Purchase Order
<b>Two Stage</b>	Yes
<b>Evaluation</b>	
<b>E-Mail</b>	grigore.cernenchii@undp.org
<b>Reference Number</b>	RFP22/02494
<b>Beneficiary Country</b>	Republic of Moldova

#### Introduction

UNDP through EU4Moldova: Focal Regions Programme hereby invites prospective proposers to submit a proposal in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP) for **Technical Assistance related to the successful implementation of Non-Reimbursable Financial Assistance Program for clusters in the Focal Regions.**

To enable you to submit a proposal, please read the following attached documents carefully.

Section 1: This Letter of Invitation  
Section 2: Instruction to Proposers  
Section 3: Data Sheet  
Section 4: Evaluation Criteria  
Section 5: Terms of Reference  
Section 6: Conditions of Contract and Contract Forms

#### Section 7: Proposal Forms

- Form A: Proposal Confirmation
- Form B: Checklist
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- Form D: Proposer Information
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- Form F: Eligibility and Qualification



- Form G: Format for Technical Proposal
- Form H: Format for CV of Proposed Key Personnel
- Form I: Statement of Exclusivity and Availability
- Form J: Financial Proposal Submission
- Form K: Format for Financial Proposal

If you are interested in submitting a proposal in response to this RFP, please prepare your proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the deadline for submission of proposals set out in Section 3: Data Sheet.

Should you be interested to submit a proposal, please log in to the online portal and subscribe to this tender following the instructions in the system user guide. Should you require further clarifications, kindly communicate through the system as indicated in Section 3: Data Sheet.

Please indicate whether you intend to submit a bid by creating a draft response without submitting directly in the system. This will enable the system to send notifications in case of amendments of the tender requirements. Should you require further clarifications, kindly communicate using the messaging functionality in the system.

Offers must be submitted directly in the system following this link: <http://supplier.quantum.partneragencies.org/> using the profile you may have in the portal.

Follow the instructions in the user guide to search for the tender using:

**Negotiation ID: UNDP-MDA-00023**

In case you have never registered before, follow this link to register a profile:

[https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuId=300000127715297&\\_adf.ctrl-state=azywmctp\\_1&\\_afLoop=6329722925931702&\\_afWindowMode=0&\\_afWindowId=null&\\_afFS=16&\\_af](https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuId=300000127715297&_adf.ctrl-state=azywmctp_1&_afLoop=6329722925931702&_afWindowMode=0&_afWindowId=null&_afFS=16&_af)



[MT=screen& afrMFW=1042& afrMFH=575& afrMFDW=1280& afrMFDH=720& afrMFC=8& afrMFCI=0& afrMFM=0& afrMFR=144& afrMFG=0& afrMFS=0& afrMFO=0](#)

Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember the password or the username from previous registration.

We look forward to receiving your proposal.

UNDP Moldova

**This is a two stage negotiation and all responses will be evaluated in two stages.**

## 1.2 Tender Timeline

**Preview Date**  
**Open Date** 7-Sep-2022 18.00.35  
**Close Date** 28-Sep-2022 15.00.00  
**Time Zone** Eastern European Time

## 1.3 Response Rules

*This negotiation is governed by all the rules displayed below.*

	Rule
<input type="checkbox"/>	Negotiation is restricted to invited suppliers
<input type="checkbox"/>	Suppliers are allowed to view other suppliers' notes and attachments
<input type="checkbox"/>	Suppliers are allowed to respond to selected lines
<input checked="" type="checkbox"/>	Suppliers are required to respond with full quantity on each line
<input type="checkbox"/>	Suppliers are allowed to provide multiple responses
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

## 1.4 Terms

**Negotiation Currency** USD (US Dollar)

## 1.5 Attachments



<b>File Name or URL</b>	<b>Type</b>	<b>Description</b>
UNDP_Quantum_-_User_Guide.pdf	File	
UNDP_General_Terms_and_Conditi	File	
Section_7_Proposal_Forms.docx	File	
Section_6_Contract_terms.pdf	File	
Section_5_TOR.pdf	File	
Section_4_Evaluation_Criteria.	File	
Section_3_BDS.pdf	File	
Section_2_Instructions_to_Bidd	File	
Section_1_Cover_page.pdf	File	



## 2 Requirements

*\*Response is required*

Please note that the below sections correspond to the Eligibility, Qualifications and Evaluation Criteria of the Bidder's proposal.

Please pay special attention to where documents and attachments need to be uploaded.

**Kindly also note that your Financial Proposal should ONLY be uploaded under Section 6 (the "Financial Evaluation" section below), and prices should also be included in the Price Schedule on the platform under "Lines".**

For Section 5 Technical Evaluation Criteria, bidders must decide whether narrative and applicable documents are uploaded under each applicable requirement OR section in Technical Proposal is to be referred to (please refer to section and page numbers). We kindly ask that the same methodology is applied through all the below technical criteria questions.

### 2.1 Section 1. General Provisions (Technical)

#### \*1. General Instructions to Proposers

This tender is governed by the provisions in Section 2. General Instructions to Proposers herewith attached. By participating and submitting an offer you confirm to have understood and accepted such provisions.

Attachments:

File Name or URL	Type	Description
Section_2_Instructions_t o_Bidd	File	

*Target: Confirm acceptance of instructions and provisions of this tender*

Select one of the following:-

a. Confirm acceptance of instructions and provisions of this tender

#### \*2. Bid Data Sheet

Bid Data sheet contains information and instructions specific to this Tender. Please confirm to have read, understood, and accepted such provisions, herewith attached.

Attachments:

File Name or URL	Type	Description





Section_3_BDS.pdf	File	
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*Target: Have read and understood provisions in BDS*

Select one of the following:-

a. Have read and understood provisions in BDS

3. Combined Scoring Method, using the 60%-40% distribution for technical and financial proposals respectively. The minimum technical score required to pass is 70%.

**Technical Proposal (60%)**

- Bidder's Qualification, Capacity and Experience
- Methodology, Approach and Implementation Plan
- Management Structure and Key Personnel

**Financial Proposal (40%)**

To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.

Attachments:

File Name or URL	Type	Description
Section_4_Evaluation_Criteria.	File	

**2.2 Section 2. Documents to be submitted - Preliminary Examination (Technical)**

**\*1. General Conditions of Contract**

Do you accept the General Conditions of Contract as specified in Section 6?

Weight: 0.00

Attachments:

File Name or URL	Type	Description
Section_6_Contract_terms.pdf	File	
UNDP_General_Terms_and_Conditions	File	

*Target: Accept General Conditions of Contract.*

Select one of the following:-

a. Accept General Conditions of Contract.

**\*2. Proposal Validity**

Do you accept that your proposal is valid for 90 days as required in General Instructions and Bid Data Sheet sections?

Weight: 0.00

*Target: Accept Proposal Validity Conditions.*

Select one of the following:-

a. Accept Proposal Validity Conditions.



**\*3. Proposal Forms**

Please provide Technical Proposal Forms (A-I) as per forms provided, duly signed by a legal representative of your company. **Do not provide the Financial Proposal Forms (J-K) at this stage. The Financial Proposal Forms (J-K) shall be submitted only in the "Commercial section" below. Non-compliance with this instruction may result in rejection of the proposal received.**

Weight: 0.00

Attachments:

File Name or URL	Type	Description
Section_7_Proposal_Forms.docx	File	

*Target: Proposal Forms Submitted*

Select one of the following:-

- a. Proposal Forms Submitted(*Response attachments are required*)

**\*4. Company profile**

Please provide a Company Profile, which should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the services being procured (incl. brief description of similar IT solutions implemented).

Weight: 0.00

*Target: Company profile provided*

Select one of the following:-

- a. Company profile provided(*Response attachments are required*)

**\*5. Legal documents**

Please provide legal documents including company registration certificate, legal representation, etc.

Weight: 0.00

*Target: Legal documents provided*

Select one of the following:-

- a. Legal documents provided(*Response attachments are required*)

**6. Official Letter of Appointment or Power of Attorney**

Please provide an Official Letter of Appointment as local representative, if Bidder is submitting a Bid on behalf of an entity located outside the country or the Power of Attorney.

*Response attachments are optional.*

**7. Quality Certificates**

Please provide legal documents including company registration certificate, legal representation, etc.

*Response attachments are optional.*

**8. Consortium or Subcontracting Agreement**

Please provide legal documents including company registration certificate, legal representation, etc.

Select one of the following:-

- a. Consortium or Subcontracting Agreement provided(*Response attachments are optional*)
- b. Not applicable as Bidder is not submitting its proposal as part of a



consortium/association/subcontracting agreement(*Response attachments are optional*)

**\*9. Statement of Satisfactory Performance**

Please provide the statement of satisfactory performance from the Top three (3) Clients in terms of Contract Value in the past three (3) years.

Weight: 0.00

*Target: Statement of Satisfactory Performance provided*

Select one of the following:-

a. Statement of Satisfactory Performance provided(*Response attachments are required*)

**\*10. Financial Statement**

Please provide the Financial Statements (Income Statements and Balance Sheets) for the past 3 years (2019, 2020, 2021).

Weight: 0.00

*Target: Financial Statements provided*

Select one of the following:-

a. Financial Statements provided(*Response attachments are required*)

**\*11. Methodology, Approach and Implementation Plan**

Please provide a detailed description of the Methodology, Approach and Implementation Plan (sequence of actions) for the services required in the ToR, with clear distribution of roles and responsibilities of the proposed key personnel

Weight: 0.00

*Target: Methodology, Approach and Implementation Plan provided*

Select one of the following:-

a. Methodology, Approach and Implementation Plan provided(*Response attachments are required*)

**\*12. Copies of contracts to prove that Offeror meets the similar experience requirement**

Please provide copies of contracts to prove that Offeror meets the similar experience requirement (stated under Section 4: Evaluation Criteria).

Weight: 0.00

*Target: Copies of contracts to prove that Offeror meets the similar experience requirement provided.*

Select one of the following:-

a. Copies of contracts to prove that Offeror meets the similar experience requirement provided.(*Response attachments are required*)

**\*13. CVs and Statements of Exclusivity and Availability**

Please provide CVs (signed by the envisaged personnel), clearly stipulating the relevant experience which meets the listed requirements, of the Key personnel (mentioned in Section 5: Terms of Reference). Please provide Statements of Exclusivity and Availability (signed by the envisaged personnel) for the Key personnel proposed.

Weight: 0.00

*Target: CVs and Statements of Exclusivity and Availability provided*

Select one of the following:-

a. CVs and Statements of Exclusivity and Availability provided(*Response attachments are required*)



## 2.3 Section 3. Evaluation Criteria - Minimum Eligibility (Technical)

### \*1. Legal Registration

Vendor is a legally registered entity.

*Scanned copies of legal registration documents according to options listed below and any other relevant documents shall be uploaded here or if they are uploaded in Section Documents to be Submitted, this fact shall be included in a comment.*

Weight: 0.00

Select all that apply:-

- a. Certificate of legal registration provided *(Response attachments are optional)*
- b. Tax registration certificate provided *(Response attachments are optional)*
- c. Power of Attorney provided *(Response attachments are optional)*
- d. Other - pls specify in comments *(Response attachments are optional)*

### \*2. Sanctions List

Do you confirm that you are not suspended, nor otherwise identified as ineligible by any UN organization, The World Bank Group or any other International Organization in accordance with Section 2 Article 4?

Weight: 0.00

*Target: Not suspended or ineligible*

Select one of the following:-

- a. Not suspended or ineligible

### \*3. Conflict of interest

Do you confirm that you have no conflicts of interest?

Weight: 0.00

*Target: No conflicts of interest*

Select one of the following:-

- a. No conflicts of interest

### \*4. Bankruptcy

Do you confirm that you have not declared bankruptcy or not involved in bankruptcy or receivership proceedings and there is no judgment or pending legal action against the company that could impair operations in the foreseeable future?

Weight: 0.00

Select one of the following:-

- a. Not involved in bankruptcy or similar proceedings *(Response attachments are optional)*
- b. Involved in bankruptcy or other similar proceedings *(Response attachments are optional)*

## 2.4 Section 4. Evaluation Criteria - Qualification (Technical)

### \*1. History of non-performing contracts

Provide history of non-performing contracts that did not occur as a result of contractor default within the last 3 years.

Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-



performance shall not include contracts where Employer's decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted.

*Detailed information must be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

Select one of the following:-

- a. No history of non-performing contracts(*Response attachments are optional*)
- b. Non-performing contracts information provided(*Response attachments are optional*)

**\*2. Litigations**

No Consistent history of court/arbitral award decisions against the proposer for the last 3 years.

*Detailed information must be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

Select one of the following:-

- a. No Litigations(*Response attachments are optional*)
- b. Litigation history provided(*Response attachments are optional*)

**\*3. Relevant Experience**

Company to have minimum 5 (five) years of experience in the fields related to local economic development in Moldova.

*(For JV/Consortium/Association, Team leader should meet requirement).*

*Please indicate the number of years, as per the requirement, in this text entry box. Detailed information about relevant experience must be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

*Response attachments are optional.*

**\*4. Recent Experience**

Company to have at least 2 (two) contracts in providing consulting, business support and coaching services to businesses entities in Moldova.

*(For JV/Consortium/Association, Lead Partner should meet requirement).*

*Please indicate the number of contracts, as per the requirement, in this text entry box. Detailed information about relevant experience must be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

*Response attachments are optional.*

**\*5. Minimum Key Personnel**

The minimum personnel mandatory for the implementation of the contract:

- 1 (one) TEAM Leader,
- 1 (one) Marketing Expert
- 1 (one) Sales Expert
- 1 (one) Agribusiness Expert
- 1 (one) Tourism Expert
- 1 (one) Finance Expert

Cumulation of positions is not allowed.



*(For JV/Consortium/Association, all Parties cumulatively should meet requirement).*

*Please indicate the number of key experts proposed, as per requirement, in this text entry box. Detailed information about Key Personnel must be provided in Form G: Format for Technical Proposal.*

Weight: 0.00

*Response attachments are optional.*

**\*6. Financial Standing**

Proposer should have annual sales turnover of minimum 85,000 USD for the last 3 years.

*(For JV/Consortium/Association, Lead Partner should meet requirement).*

*Please indicate the average turnover amount for the last 3 years in USD in this text entry box. Detailed information shall be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

*Response attachments are optional.*

**\*7. Financial Standing - Liquidity**

The Current Ratio - Current assets/Current liabilities over the last 3 years must be equal of greater than 1.

Proposers must include audited balance sheets over the last 3 years and must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability.

*(For JV/Consortium/Association, all Parties cumulatively should meet requirement).*

*Please indicate the average ratio in this text entry box. Detailed information shall be provided in Form F: Eligibility and Qualification.*

Weight: 0.00

*Response attachments are optional.*

**2.5 Section 5. Technical Evaluation Criteria (Technical)**

**1. Technical evaluation criteria of the proposal**

The technical proposal will be evaluated based on the criteria set here below following the maximum obtainable points set. Evaluation team will score each criteria based on the information provided in the proposal. To pass the technical evaluation, the proposal must score at least 70% of the maximum total obtainable points.

*Narrative and applicable documents relevant to this section must be provided under the Technical Proposal (Forms A-1) or uploaded here, if needed to supplement the package. Proposers shall refer to the Form and/or Section of the Technical Proposal in which the relevant information per each requirements/criteria is provided.*

**\*2. 1.1. Reputation of the Organization and Staff Credibility / Reliability / Industry Standing**

*(based on reference letters – up to 10 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*3. 1.2. General Organizational Capability which is likely to affect implementation:**

*- At least 5 years of practical experience in the fields related to local economic development, identification of investment opportunities, business development, Public Private Partnership initiatives (5 years - 20 pts, >5 years – 5 pts for each additional year up to max. 40 pts)*



Weight: 0.00

*Response attachments are optional.*

**\*4. 1.3. Relevance of specialized knowledge and experience on similar engagements done in the region/ country:**

- At least 2 (two) projects/assignments related to smart specialization and value chains analyses and/or identification (less than 2 projects – 0 pts, 2 projects - 20 pts, >2 projects – 5 pts for each additional project up to max. 30 pts)
- At least 2 (two) projects/assignments related to cluster initiation/ development/ capacity building or value chain development of entrepreneur associations/patronage associations and/or other business agglomerations (less than 2 projects – 0 pts, 2 projects - 20 pts, >2 projects – 5 pts for each additional project up to max. 30 pts)
- At least 2 (two) contracts in providing consulting, business support and coaching services to businesses entities in Moldova. Evidence: list of relevant contracts the Company completed, including the assignment and year, must be presented together with the application package (less than 2 contracts – 0 pts, 2 contracts - 10 pts, >2 contracts – 5 pts for each additional contract up to max. 40 pts)
- At least 3 (three) years of experience of working with the relevant multi-stakeholder economic environment in Moldova, facilitating cooperation between private sector and Public Authorities (Central, Local), Public Institutions and Public Agencies in Moldova. Evidence: list of relevant institutions the Company has been cooperating with, including the topic and year must be presented together with the application package. (less than 3 years – 0 pts, 3 years - 30 pts, >3 years – 5 pts for each additional year up to max. 60 pts)
- Work for UNDP/UN Agencies/donor funded/EU projects will be an advantage (no experience - 0 pts, yes – 20 pts).

Weight: 0.00

*Response attachments are optional.*

**\*5. 2.1. Does Methodology and Approach meet the ToR requirements?**

- *full understanding of the assignment. The proposed approach and methodology fully demonstrate responsiveness to the ToR – 41 to 60 pts*
- *satisfactory understanding of the assignment. The proposed approach and methodology correspond to the TOR but require some adjustments to properly address all the tasks – 21 to 40 pts*
- *limited understanding of the assignment. The proposed approach and methodology don't correspond to the TOR and require major adjustments to properly address the tasks – 0 to 20 pts*

Weight: 0.00

*Response attachments are optional.*

**\*6. 2.2. Does the Implementation Plan meet the ToR requirements, is it logical and in line with the expectations?**

- *detailed and logical description - 31 to 50 pts*
- *limited description which requires improvements – 16 to 30 pts*
- *no description or somehow touched upon – 0 to 15 pts*

Weight: 0.00

*Response attachments are optional.*

**\*7. 2.3. Does the Methodology and Implementation Plan include a monitoring and evaluation**



**mechanisms and tools? Is the proposed monitoring and evaluation methodology appropriate to the tasks?**

- the monitoring and evaluation mechanisms are appropriate to the task, logical and correspond with the proposed methodology – 31 to 50 pts
- the performance monitoring and evaluation mechanisms are inconsistent and require some adjustments to properly address all the tasks – 16 to 30 pts
- the performance monitoring and evaluation mechanisms are weak – 0 to 15 pts

Weight: 0.00

*Response attachments are optional.*

**\*8. 2.4. Does the Methodology and Implementation Plan take into account regional specifics, capitalizes on local competitive advantage?**

- detailed description - 31 to 50 pts;
- limited description which requires improvements – 16 to 30 pts,
- no description or somehow touched upon – 0 to 15 pts

Weight: 0.00

*Response attachments are optional.*

**\*9. 2.5. Does the Methodology describe the advanced training program to be developed related to cluster functionality?**

- the Tenderer's training program provides extensive details - 31 to 50 pts;
- training program satisfactorily addressed, however may have provided more details – 16 to 30 pts;
- training program missing or superficially touched – 0 to 15 pts

Weight: 0.00

*Response attachments are optional.*

**\*10. 2.6. Does the Methodology and Implementation Plan describe how support for the elaboration of technical specifications for the purchase of equipment, goods, and services, will be provided to the beneficiaries?**

- the proposed support fully meets the ToR requirements, it is logical and corresponds with the proposed methodology – 26 to 40 pts
- the proposed support corresponds to the TOR but requires some adjustments to properly address all the tasks – 16 to 25 pts
- the proposed support don't correspond to the TOR and requires major adjustments to properly address the tasks – 0 to 15 pts

Weight: 0.00

*Response attachments are optional.*

**\*11. 2.7. Does the proposal contain a qualitative risk assessment and appropriate mitigation measures?**

- the risk assessment and proposed mitigation measures are appropriate to the task, logical and correspond with the proposed methodology – 26 to 40 pts;
- the risk assessment and proposed mitigation measures are inconsistent and require some adjustments to properly address all the tasks – 16 to 25 pts;
- the risk assessment and proposed mitigation measures are weak – 0 to 15 pts

Weight: 0.00





*Response attachments are optional.*

**\*12. 3.1. Qualifications of key personnel - 1 (one) Team Leader:**

- *At least 7 (seven) years of experience in managing projects related to economic analyses, business administration, economic research (less than 7 years – 0 pts, 7 years - 20 pts, each additional year – 5 pts, up to 45 pts)*
- *At least 5 (five) years of professional experience in developing strategic analysis documents for eco-friendly and green business development or strategic development plans on local and national level (less than 5 years – 0 points, 5 years - 20 pts, each additional year – 5 pts, up to 30 pts)*
- *Work for UNDP/UN Agencies/donor funded/EU projects will be an advantage (no experience - 0 pts, yes – 10 pts)*
- *Excellent written and spoken Romanian and English skills. Russian is an asset (each language 5 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*13. 3.2. Qualifications of key personnel - 1 (one) Marketing Expert:**

- *At least 5 (five) years of working experience with product launches and/or integrated marketing campaigns. (less than 5 years – 0 pts, 5 years - 20 pts, >5 years – 5 pts for each additional year up to max. 35 pts)*
- *Proven experience in conducting market research to find answers about consumer requirements, behavioural changes, habits and trends (less than 1 research/concept note – 0 pts, 1 research/concept - 15 pts, >1 research/concept – 5 pts for each additional project/strategic paper up to max. 30 pts)*
- *Working expertise in content development and optimization, advertising, events planning (no experience - 0 pts, yes – 10 pts)*
- *Good command of written and spoken Romanian skills. English and/or Russian are considered an asset (each language 5 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*14. 3.3. Qualifications of key personnel - 1 (one) Sales Expert:**

- *At least 5 (five) years of working experience with business development projects, providing advisory services companies, in performing comprehensive and insightful market and competitive research (less than 5 years – 0 pts, 5 years - 20 pts, >5 years – 5 pts for each additional year up to max. 35 pts)*
- *Proven experience in application of sales techniques based on interactions and results in the field experience (less than 1 project/business case – 0 pts, 1 project/business case - 10 pts, >1 project/business case – 5 pts for each additional project/strategic paper up to max. 30 pts)*
- *Working experience in target focal regions / municipalities is an advantage (no experience - 0 pts, yes – 10 pts)*
- *Good command of written and spoken Romanian skills. English and/or Russian are considered an asset (each language 5 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*15. 3.4. Qualifications of key personnel - 1 (one) Tourism Expert:**

- *At least 5 (five) years of relevant professional experience with proven expert knowledge in the field of tourism and eco-tourism, expertise with operators and related stakeholders in the area (less than 5 years – 0 pts, 5 years - 10 pts, >5 years – 5 pts for each additional year up to max. 25 pts)*
- *Prior experience in product development, organise special and seasonal events and festivals as well as*



*providing business advice (less than 1 project/event – 0 pts, 1 project/event - 3 pts, >1 project/event – 3 pts for each additional project up to max. 15 pts)*

*- Good command of written and spoken Romanian skills. English and/or Russian are considered an asset (Romanian 4 pts, English 3 pts, Russian 3 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*16. 3.5. Qualifications of key personnel - 1 (one) Agribusiness Expert:**

*-At least 5 (five) years of experience of working with or in Agribusiness, preferably in the prioritised commodities (berries and grapes), designing and appraising business cases (less than 5 years – 0 pts, 5 years - 15 pts, >5 years – 5 pts for each additional year up to max. 25 pts)*

*- Working experience in value chain and stakeholder engagement (less than 1 project – 0 pts, 1 project - 3 pts, >1 project – 3 pts for each additional project up to max. 15 pts)*

*- Good command of written and spoken Romanian skills. English and/or Russian are considered an asset (Romanian 4 pts, English 3 pts, Russian 3 pts)*

Weight: 0.00

*Response attachments are optional.*

**\*17. 3.6. Qualifications of key personnel - 1 (one) Finance Expert:**

*- At least 7 (seven) years of consultancy experience in the area of Finance, Accounting, Auditing, or verification of budgets and finance reports (less than 7 years – 0 pts, 7 years - 10 pts, >7 years – 5 pts for each additional year up to max. 25 pts)*

*- Proven expertise in evaluating cost structures and revenue streams, , preparing financial forecasts and budget reports (less than 1 project/business plan/business analyze – 0 pts, 1 project/business plan/business analyze - 5 pts, >1 project/business plan/business analyze – 5 pts for each additional project up to max. 15 pts)*

*- Good command of written and spoken Romanian skills. English and/or Russian are considered an asset (Romanian 4 pts, English 3 pts, Russian 3 pts)*

Weight: 0.00

*Response attachments are optional.*

## **2.6 Section 6. Financial Evaluation (Commercial)**

**\*1. Financial Proposal**

Please provide the cost breakdown of your financial proposal as per Form K (Format for Financial Proposal) and instructions provided. Indicate the total amount here and make sure it matches with the total amount indicated line items.

Weight: 0.00

*Target: Cost breakdown provided*

Select one of the following:-

a. Cost breakdown provided(*Response attachments are required*)



### 3 Lines

#### 3.1 Line Information

Line	Category Name	Item	Target Quantity	Unit Price	Total Price	Additional Attributes
1- Milestone 1 (related to successful completion of Deliverables 1 & 2)	Development assistance					
2- Milestone 2 (related to successful completion of Deliverables 3 - 5)	Development assistance					
3- Milestone 3 (related to successful completion of Deliverables 6&7)	Development assistance					

