



# **REQUEST FOR PROPOSAL**

## **Developing Brand and Marketing Strategy**

RFP Reference No.: RfP23/02766

Project: EU4Moldova Focal Regions Programme

Country: Republic of Moldova

## Table of Contents

<b>SECTION 1: LETTER OF INVITATION .....</b>	<b>3</b>
<b>SECTION 2: INSTRUCTIONS TO PROPOSERS .....</b>	<b>5</b>
<b>SECTION 3: DATA SHEET (DS).....</b>	<b>3</b>
<b>SECTION 4: EVALUATION CRITERIA .....</b>	<b>6</b>
<b>SECTION 5. TERMS OF REFERENCE .....</b>	<b>11</b>
<b>SECTION 6: CONDITIONS OF CONTRACT AND CONTRACT FORMS .....</b>	<b>16</b>
<b>SECTION 7: PROPOSAL FORMS .....</b>	<b>17</b>
<b>FORM A: PROPOSAL CONFIRMATION.....</b>	<b>18</b>
<b>FORM B: CHECKLIST .....</b>	<b>19</b>
<b>FORM C: TECHNICAL PROPOSAL SUBMISSION .....</b>	<b>20</b>
<b>FORM D: PROPOSER INFORMATION .....</b>	<b>22</b>
<b>FORM E: JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION.....</b>	<b>24</b>
<b>FORM F: ELIGIBILITY AND QUALIFICATION.....</b>	<b>25</b>
<b>FORM G: FORMAT FOR TECHNICAL PROPOSAL.....</b>	<b>27</b>
<b>FORM J: FINANCIAL PROPOSAL SUBMISSION.....</b>	<b>31</b>
<b>FORM K: FORMAT FOR FINANCIAL PROPOSAL.....</b>	<b>32</b>

## SECTION 1: LETTER OF INVITATION

United Nations Development Programme, hereinafter referred to as UNDP, through "EU4Moldova Focal Regions Programme" Project, hereby invites prospective proposers to submit a proposal for **Developing Brand and Marketing Strategy** 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 Quantum NextGenERP supplier portal and subscribe to this tender following the instructions in the system user guide. Please search for the tender using search filters, namely **Negotiation ID: UNDP-MDA-00325**. Once subscribed to the tender, you will be able to receive notifications in case of amendments of the tender document and requirements.

Please indicate whether you intend to submit a bid by creating a draft response without submitting directly in the Quantum NextGenERP supplier portal.

Offers must be submitted directly in the Quantum NextGenERP supplier portal following this link: <http://supplier.quantum.partneragencies.org/> using the profile you may have in the portal (please log in using your username and password). In case you have never registered before, follow the [Supplier Portal Registration Link](#).

**Please note that the access link to the Supplier registered profile is sent from Oracle within up to 3 days. In case you have not received the access link after 3 days since registration, you should address for support to UNDP at the email address: [sc.md@undp.org](mailto:sc.md@undp.org).** In case you encounter errors with registration (e.g. system states Supplier already is registered), you should address for support to UNDP at the email address: [sc.md@undp.org](mailto:sc.md@undp.org).

Computer firewall could block *oracle* or *undp.org* extension and Suppliers might not receive the Oracle notifications. Please turn down any firewalls on your computers to ensure receipt of email notification.

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.

Should you require further clarifications on the application through the Quantum online portal, kindly contact the Procurement Unit at [sc.md@undp.org](mailto:sc.md@undp.org). Please pay attention that the proposal shall be submitted online through the Quantum system and any proposal sent to the above email shall be disqualified.

Should you require further clarifications on the Request for Proposal, Terms of Reference or other requirements, kindly communicate using the messaging functionality in the portal.

Deadline for Submission of Offers (Date and Time), which is visible in the online procurement system will be final. System will not accept submission of any proposal after that date and time. It is the responsibility of the bidder to make sure that the proposal is submitted prior to this deadline for submission.

Bidders are advised to upload proposal documents and to submit their offer a day prior or well before the date and time indicated under the deadline for submission of Offers. Do not wait until last minute. If Bidder faces any issue during submitting offers at the last minutes prior to the deadline for submission, UNDP may not be able to assist on such a short notice and will not be held liable in such instance. UNDP will not accept any offer that is not submitted directly through the System.

We look forward to receiving your proposal.

UNDP Moldova

## SECTION 2: INSTRUCTIONS TO PROPOSERS

GENERAL	
<p><b>1. Scope</b></p>	<p>Proposers are invited to submit a proposal for the services specified in Section 5: Terms of Reference, in accordance with this Request for Proposal (RFP). A summary of the scope of the proposal is included in Section 3: Data Sheet.</p> <p>Proposers shall adhere to all the requirements of this RFP, including any amendment made in writing by UNDP. This RFP is conducted in accordance with Policies and Procedures of UNDP which can be accessed at <a href="#">UNDP Programme and Operations Policies and Procedures/Procurement</a>.</p> <p>As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (<a href="http://www.ungm.org">www.ungm.org</a>). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
<p><b>2. Interpretation of the RFP</b></p>	<p>Any proposal submitted will be regarded as an offer by the proposer and does not constitute or imply the acceptance of the proposal by UNDP. UNDP is under no obligation to award a contract to any proposer as a result of this RFP.</p>
<p><b>3. Supplier Code of Conduct, Fraud, Corruption, Gifts and Hospitality</b></p>	<p>All proposers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes <b>principles on labour, human rights, environment and ethical conduct</b> may be found at: <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></p> <p>Moreover, suppliers should note that certain provisions of the Code of Conduct will be binding on the supplier in the event that the supplier is awarded a contract, pursuant to the terms and conditions of any such contract.</p> <p>UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at:</p> <p><a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</a></p> <p>Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.</p> <p>In pursuance of this policy, UNDP:</p> <ol style="list-style-type: none"> <li>a) Shall reject a proposal if it determines that the selected proposer has engaged in any corrupt or fraudulent practices in competing for the contract in question;</li> <li>b) Further to the UNDP's vendor sanctions policy, shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</li> </ol>
<p><b>4. Eligible proposers</b></p>	<p>Proposers shall have the legal capacity to enter into a binding contract with UNDP.</p> <p>A proposer, and all parties constituting the proposer, may have the nationality of any country with the exception of the nationalities, if any, listed in Section 3: Data Sheet. A proposer shall be deemed to have the nationality of a country if the proposer is a citizen or is constituted, incorporated, or registered and operates in conformity with the provisions of the laws of that country.</p> <p>All proposers found to have a conflict of interest shall be disqualified. Proposers may be considered to have a conflict of interest if they are or have been associated in the past,</p>

	<p>with a firm or any of its affiliates that have been engaged by UNDP to provide consulting services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation and other documents to be used for the procurement of the services required in the present procurement process; were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP and/or are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP.</p> <p>In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to UNDP, and seek UNDP’s confirmation on whether or not such a conflict exists.</p> <p>Similarly, the Bidders must disclose in their proposal their knowledge of the following:</p> <ol style="list-style-type: none"> <li>a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and</li> <li>b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.</li> </ol> <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP’s further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFP, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Proposal.</p> <p>Proposers shall not be eligible to submit a proposal if at the time of proposal submission:</p> <ul style="list-style-type: none"> <li>• is included in the Ineligibility List, hosted by <a href="#">UNGM</a>, that aggregates information disclosed by Agencies, Funds or Programs of the UN System;</li> <li>• is included in the <a href="#">Consolidated United Nations Security Council Sanctions List</a>, including the <a href="#">UN Security Council Resolution 1267/1989 list</a>;</li> <li>• is included in the <a href="#">World Bank Corporate Procurement Listing of Non-Responsible Vendors</a> and <a href="#">World Bank Listing of Ineligible Firms and Individuals</a>.</li> </ul>
<p><b>5. Proprietary information</b></p>	<p>The RFP documents and any Terms of Reference or information issued or furnished by UNDP are issued solely for the purpose of enabling a proposal to be completed and may not be used for any other purpose. The RFP documents and any additional information provided to proposers shall remain the property of UNDP. All documents which may form part of the proposal will become the property of UNDP, who will not be required to return them to your firm.</p>
<p><b>6. Publicity</b></p>	<p>During the RFP process, a proposer is not permitted to create any publicity in connection with the RFP.</p>
<p><b>SOLICITATION DOCUMENTS</b></p>	
<p><b>7. Clarification of solicitation documents</b></p>	<p>Proposers may request clarifications on any of the RFP documents no later than the date indicated in Section 3: Data Sheet. Any request for clarification must be sent in writing in the manner indicated in Section 3: Data Sheet. Explanations or interpretations provided by personnel other than the named contact person will not be considered binding or official.</p> <p>UNDP will provide the responses to clarifications through the method specified in</p>

	<p>Section 3: Data Sheet.</p> <p>UNDP shall endeavour to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the proposals, unless UNDP deems that such an extension is justified and necessary.</p>
<b>8. Amendment of solicitation documents</b>	<p>At any time prior to the deadline for proposal submission, UNDP may for any reason, such as in response to a clarification requested by a proposer, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective proposers.</p> <p>If the amendment is substantial, UNDP may extend the deadline for submission of proposals to give the proposers reasonable time to incorporate the amendment into their proposal.</p>
<b>PREPARATION OF PROPOSALS</b>	
<b>9. Cost of preparation of proposal</b>	<p>The proposer shall bear all costs related to the preparation and/or submission of the proposal, regardless of whether its proposal is selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>
<b>10. Language</b>	<p>The proposal, as well as any and all related correspondence exchanged by the proposer and UNDP, shall be written in the language(s) specified in Section 3: Data Sheet.</p>
<b>11. Documents establishing eligibility and qualifications of the proposer</b>	<p>The proposer shall furnish documentary evidence of its status as an eligible and qualified vendor, using the forms provided in Section 7 and providing the documents required in those forms. In order to award a contract to a proposer, its qualifications must be documented to UNDP's satisfaction.</p>
<b>11.a Documents comprising the proposal</b>	<p>The proposal bid shall comprise of the following documents and related forms which details are provided in Section 3: Data Sheet:</p> <ul style="list-style-type: none"> <li>▪ Documents Establishing the Eligibility and Qualifications of the Bidder;</li> <li>▪ Technical Proposal;</li> <li>▪ Financial Proposal;</li> <li>▪ Proposal Security, if required by DS;</li> <li>▪ Any attachments and/or appendices to the Proposal.</li> </ul>
<b>12. Technical proposal format and content</b>	<p>The proposer is required to submit a technical proposal using the forms provided in Section 7 and taking into consideration the requirements in the RFP.</p> <p>The technical proposal shall not include any price or financial information. A technical proposal containing material financial information may be declared non-responsive.</p>
<b>13. Financial proposal</b>	<p>The financial proposal shall be prepared using the form provided in Section 7 and taking into consideration the requirements in the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs.</p> <p>Any output and activities described in the technical proposal but not priced in the financial proposal, shall be assumed to be included in the prices of other activities or items as well as in the final total price.</p> <p>Prices and other financial information must not be disclosed in any other place except in the financial proposal.</p>
<b>14. Currencies</b>	<p>All prices shall be quoted in the currency or currencies indicated in Section 3: Data Sheet. Where proposals are quoted in different currencies, for the purposes of comparison of all proposals:</p> <ul style="list-style-type: none"> <li>• UNDP will convert the currency quoted in the proposal into the UNDP preferred currency, in accordance with the UN Operational Rate of Exchange.</li> <li>• In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in Section 3: Data Sheet, UNDP shall reserve the right to award the contract in the currency of UNDP's preference, using the conversion method specified above.</li> </ul>

<b>15. Duties and taxes</b>	Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All proposals shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified in Section 3: Data Sheet.
<b>16. Proposal validity period</b>	<p>Proposals shall remain valid for the period specified in Section 3: Data Sheet, commencing on the deadline for submission of proposals. A proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.</p> <p>During the proposal validity period, the proposer shall maintain its original proposal without any change, including the availability of the key personnel, the proposed rates and the total price.</p> <p>In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request proposers to extend the period of validity of their proposals. The request and the responses shall be made in writing and shall be considered integral to the proposal.</p> <p>If the proposer agrees to extend the validity of its proposal, it shall be done without any change to the original proposal but will be required to extend the validity of the proposal security, if required, for the period of the extension, and in compliance with Article 17 (Proposal security) in all respects.</p> <p>The proposer has the right to refuse to extend the validity of its proposal without forfeiting the proposal security, if required, in which case, the proposal shall not be further evaluated.</p>
<b>17. Proposal security</b>	<p>A proposal security, if required by Section 3: Data Sheet, shall be provided in the amount and form indicated in the Section 3: Data Sheet. The proposal security shall be valid for a minimum of thirty (30) days after the final date of validity of the proposal.</p> <p>The proposal security shall be included along with the proposal. If a proposal security is required by the RFP but is not found in the proposal, the offer shall be rejected.</p> <p>If the proposal security amount, or its validity period, is found to be less than is required by UNDP, UNDP shall reject the proposal.</p> <p>In the event an electronic submission is allowed in Section 3: Data Sheet, proposers shall include a copy of the proposal security in their proposal and the original of the proposal security must be sent via courier or hand delivery as per the instructions in Section 3: Data Sheet.</p> <p>Unsuccessful proposers' proposal securities will be discharged/returned as promptly as possible but no later than thirty (30) days after the expiration of the period of proposal validity prescribed by UNDP pursuant to Article 16 (Proposal Validity Period).</p> <p>The Proposal security may be forfeited by UNDP, and the proposal rejected, in the event of any, or combination, of the following conditions:</p> <ul style="list-style-type: none"> <li>• If the proposer withdraws its offer during the period of the proposal validity specified in Section 3: Data Sheet, or;</li> <li>• In the event the successful Proposer fails: <ul style="list-style-type: none"> <li>○ to sign the contract after UNDP has issued an award; or</li> <li>○ to furnish the performance security, insurances, or other documents that UNDP may require as a condition precedent to the effectivity of the contract that may be awarded to the proposer.</li> </ul> </li> </ul>



<p><b>18. Joint Venture, Consortium or Association</b></p>	<p>If the proposer is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the proposal, each such legal entity will confirm in their joint proposal that:</p> <ul style="list-style-type: none"> <li>• they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, and this will be evidenced by a duly notarised agreement among the legal entities, which will be submitted along with the proposal; and</li> <li>• if they are awarded the contract, the contract shall be entered into by and between UNDP and the designated lead entity, who will be acting for and on behalf of all the member entities comprising the joint venture.</li> </ul> <p>After the deadline for submission of proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</p> <p>If a JV, Consortium or Association’s proposal is the proposal selected for award, UNDP will award the contract to the joint venture, in the name of its designated lead entity. The lead entity will sign the contract for and on behalf of all other member entities.</p> <p>The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Article 19 (Only one Proposal) herein in respect of submitting only one proposal.</p> <p>The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entities in the joint venture in delivering the requirements of the RFP, both in the proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</p> <p>A JV, Consortium or Association, in presenting its track record and experience, should clearly differentiate between:</p> <ul style="list-style-type: none"> <li>• Those that were undertaken together by the JV, Consortium or Association; and</li> <li>• Those that were undertaken by the individual entities of the JV, Consortium or Association.</li> </ul> <p>Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.</p> <p>JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm.</p>
<p><b>19. Only one proposal</b></p>	<p>The proposer (including the individual members of any Joint Venture) shall submit only one proposal, either in its own name or as part of a Joint Venture. Proposals submitted by two (2) or more proposers shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> <li>• they have at least one controlling partner, director or shareholder in common; or</li> <li>• any one of them receive or have received any direct or indirect subsidy from the other/s; or</li> <li>• they have the same legal representative for purposes of this RFP; or</li> <li>• they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the proposal of another proposer regarding this RFP process;</li> </ul>

	<ul style="list-style-type: none"> <li>• they are subcontractors to each other’s proposal, or a subcontractor to one proposal also submits another proposal under its name as lead proposer; or some key personnel proposed to be in the team of one proposer participates in more than one proposal received for this RFP process. This condition relating to</li> <li>• the personnel, does not apply to subcontractors being included in more than one proposal.</li> </ul>
<b>20. Alternative proposals</b>	<p>Unless otherwise specified in Section 3: Data Sheet, alternative proposals shall not be considered. If submission of alternative proposals is allowed in Section 3: Data Sheet, a proposer may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. Where the conditions for its acceptance are met, or justifications are clearly established, UNDP reserves the right to award a contract based on an alternative proposal.</p> <p>If multiple/alternative proposals are being submitted, proposer must create an alternate response directly in the system and upload all attachments relevant to the alternate proposal separately together with the alternate response.</p>
<b>21. Pre-proposal conference</b>	<p>When appropriate, a pre-proposal conference will be conducted at the date, time and location and according to any instructions specified in Section 3: Data Sheet.</p> <p>If it is stated in Section 3: Data Sheet that the pre-proposal conference is mandatory, a Proposer which does not attend the pre-proposal conference shall become ineligible to submit a proposal under this RFP.</p> <p>If it is stated in Section 3: Data Sheet that the pre-proposal conference is not mandatory, non-attendance shall not result in disqualification of an interested proposer.</p> <p>UNDP will not issue any formal answers to questions from proposers regarding the RFP or proposal process during the pre-proposal conference. All questions shall be submitted in accordance with Article 38 (Clarification of Proposals).</p> <p>The pre-proposal conference shall be conducted for the purpose of providing background information only. Without limiting Article 24 (Proposers’ responsibility) proposers shall not rely upon any information, statement or representation made at the pre-proposal conference unless that information, statement or representation is confirmed by UNDP in writing.</p> <p>Minutes of the pre-proposal conference will be disseminated as specified in Section 3: Data Sheet. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the minutes of the proposer’s conference or issued/posted as an amendment to RFP.</p>
<b>22. Site inspection</b>	<p>When appropriate, a site inspection will be conducted at the date, time and location and according to any instructions specified in Section 3: Data Sheet.</p> <p>If it is stated in Section 3: Data Sheet that the site inspection is mandatory, a proposer who does not attend the site inspection shall become ineligible to submit a proposal under this RFP.</p> <p>If it is stated in Section 3: Data Sheet that the site inspection is not mandatory, non-attendance, shall not result in disqualification of an interested proposer.</p> <p>Proposers participating in a site inspection shall be responsible for making and obtaining any visa arrangements that may be required for the proposers to participate in a site inspection.</p> <p>Prior to attending a site inspection, proposers shall execute an indemnity and a waiver releasing UNDP in respect of any liability that may arise from:</p> <ul style="list-style-type: none"> <li>(i) loss of or damage to any real or personal property;</li> <li>(ii) personal injury, disease or illness to, or death of, any person;</li> </ul>

	<p>(iii) financial loss or expense, arising out of the carrying out of that site inspection; and</p> <p>(iv) transportation by UNDP to the site (if provided) as a result of any accidents or malicious acts by third parties.</p> <p>UNDP will not issue any formal answers to questions from proposers regarding the RFP or solicitation process during a site inspection. All questions shall be submitted in accordance with Article 7 (Clarification of solicitation documents).</p> <p>A site inspection will be conducted for the purpose of providing background information only. Without limiting Article 24 (Proposers Responsibility), proposers shall not rely upon any information, statement or representation made at a site inspection unless that information, statement or representation is confirmed by UNDP in writing.</p>
<b>23. Errors or omissions</b>	<p>Proposers shall immediately notify UNDP in writing of any ambiguities, errors, omissions, discrepancies, inconsistencies, or other faults in any part of the RFP, with full details of those ambiguities, errors, omissions, discrepancies, inconsistencies, or other faults. Proposers shall not benefit from such ambiguities, errors, omissions, discrepancies, inconsistencies, or other faults.</p>
<b>24. Proposers' responsibility to inform themselves</b>	<p>Proposers shall be responsible for informing themselves in preparing their proposal. In this regard, proposers shall ensure that they:</p> <ul style="list-style-type: none"> <li>• examine and fully inform themselves in relation to all aspects of the RFP, including the Contract and all other documents included or referred to in this RFP;</li> <li>• review the RFP to ensure that they have a complete copy of all documents;</li> <li>• obtain and examine all other information relevant to the project and the scope of the requirements available on reasonable enquiry;</li> <li>• verify all relevant representations, statements and information, including those contained or referred to in the RFP or made orally during any clarification meeting or site inspection or any discussion with UNDP, its employees or agents;</li> <li>• attend any pre-proposal conference if it is mandatory under this RFP;</li> <li>• fully inform and satisfy themselves as to requirements of any relevant authorities and laws that apply, or may in the future apply, to the supply of the services; and</li> <li>• form their own assessment of the nature and extent of the services required as included in Section 5: Terms of Reference and properly account for all requirements in their proposal.</li> </ul> <p>Proposers acknowledge that UNDP, its directors, employees and agents make no representations or warranties (express or implied) as to the accuracy, currency or completeness of this RFP or any other information provided to the proposers.</p>
<b>25. No material change(s) in circumstances</b>	<p>The proposer shall inform UNDP of any change(s) of circumstances arising during the RFP process, including but not limited to:</p> <ul style="list-style-type: none"> <li>• a change affecting any declaration, accreditation, license or approval;</li> <li>• major re-organisational changes, company re-structuring, a take-over, buy-out or similar event(s) affecting the operation and/or financing of the proposer or its major sub-contractors;</li> <li>• a change to any information on which UNDP may rely in assessing proposals.</li> </ul>
<b>SUBMISSION AND OPENING OF PROPOSALS</b>	
<b>26. Instruction for proposal submission</b>	<p>The proposer shall submit a complete proposal in the format and comprising the documents and forms in accordance with requirements in Section 3: Data Sheet. The proposal shall be delivered according to the method specified in Section 3: Data Sheet. The proposal shall be submitted by the proposer or person(s) duly authorized to commit the proposer. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the proposing entity, or, if requested, a Power of Attorney, accompanying the proposal.</p> <p>Proposers must be aware that the mere act of submission of a proposal, in and of itself, implies that the proposer fully accepts the UNDP General Conditions of Contract.</p>

<p><b>26a. Online submission</b></p>	<p>Electronic submission through online portal shall be governed as follows:</p> <ul style="list-style-type: none"> <li>• Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in DS;</li> <li>• <b>The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled.</b></li> <li>• <b>The Financial Proposal file must be uploaded separately only in the commercial section of the RFP in the system.</b></li> <li>• Documents which are required to be in original form (e.g. Bid Security, etc.) must be sent via courier or hand delivery as per the instructions in DS.</li> </ul> <p>Detailed instructions on how to submit, modify or cancel a bid in the online portal are provided in the system Bidder User Guide made available in the procurement notice site and in the portal.</p>
<p><b>27. Deadline for Submission of Proposals</b></p>	<p>Complete proposals must be received by UNDP in the manner, and no later than the date and time, specified in Section 3: Data Sheet. If any doubt exists as to the time zone in which the Proposal should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a>.</p> <p>It shall be the sole responsibility of the proposers to ensure that their proposal is received by the closing date and time. UNDP shall accept no responsibility for proposals that arrive late due to any technical issues and shall only recognise the actual date and time that the proposal was received by UNDP.</p> <p>UNDP may, at its discretion, extend this deadline for the submission of proposals by amending the solicitation documents in accordance with Article 8 (Amendment of solicitation documents). In this case, all rights and obligations of UNDP and proposers subject to the previous deadline will thereafter be subject to the new deadline as extended.</p>
<p><b>28. Withdrawal, substitution and modification of proposals</b></p>	<p>A proposer may withdraw or modify its proposal after it has been submitted at any time prior to the deadline for submission directly in the system following the instructions provided in the user guide.</p> <p>However, after the deadline for proposal submission, the proposals shall remain valid and open for acceptance by UNDP for the entire proposal validity period, as may be extended.</p>
<p><b>29. Storage of proposals</b></p>	<p>Proposals received are kept confidential and unopened in the system as part security protocols built in the system until the proposal opening date stated in Section 3: Data Sheet.</p>
<p><b>30. Proposal opening</b></p>	<p>There is no mandatory public bid opening for RFPs however UNDP may at its discretion sent a public bid opening report from the system only to suppliers who successfully submitted a proposal. The report will include only the names of the companies but not the financial proposal.</p>
<p><b>31. Late proposals</b></p>	<p>Any proposal received by UNDP after the deadline for submission of proposals will be destroyed unless the proposer requests that it be returned and assumes the responsibility and expenses for the re-possession of the returned proposal documents.</p> <p>In exceptional circumstances, late proposals may be accepted if it is determined that the submission was sent in ample time prior to the proposal closing and the delay could not be reasonably foreseen by the proposer or were due to force majeure.</p>
<p><b>EVALUATION OF PROPOSALS</b></p>	
<p><b>32. Confidentiality</b></p>	<p>Information relating to the examination, evaluation, and comparison of proposals, and the recommendation of contract award, shall not be disclosed to proposers or any other persons not officially concerned with such process, even after publication of the contract award.</p> <p>Any effort by a proposer or anyone on behalf of the proposer to influence UNDP in the examination, evaluation and comparison of the proposals or contract award decisions may, at UNDP's decision, result in the rejection of its proposal and may subsequently be subject to the application of prevailing UNDP's vendor sanctions procedures.</p>

<b>33. Evaluation of proposals</b>	<p>UNDP shall evaluate a proposal using only the methodologies and criteria defined in this RFP. No other criteria or methodology shall be permitted.</p> <p>UNDP shall conduct the evaluation solely on the basis of the submitted technical and financial proposals.</p> <p>Evaluation of proposals shall be undertaken in the following steps:</p> <ol style="list-style-type: none"> <li>a) Preliminary examination;</li> <li>b) Evaluation of minimum eligibility and qualification (if pre-qualification is not done);</li> <li>c) Evaluation of technical proposals;</li> <li>d) Evaluation of financial proposals.</li> </ol>
<b>34. Preliminary examination</b>	<p>UNDP shall examine the proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any proposal at this stage.</p>
<b>35. Evaluation of eligibility and qualification</b>	<p>Eligibility and qualification of the proposer will be evaluated against the minimum eligibility and qualification requirements specified in Section 4: Evaluation Criteria and in Article 4 (Eligible proposers).</p> <p>In general terms, vendors that meet the following criteria may be considered qualified:</p> <ol style="list-style-type: none"> <li>a) They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list;</li> <li>b) They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments;</li> <li>c) They have the necessary similar experience, technical expertise, production capacity, quality certifications, quality assurance procedures and other resources applicable to the supply of goods and/or services required;</li> <li>d) They are able to comply fully with the UNDP General Terms and Conditions of Contract;</li> <li>e) They do not have a consistent history of court/arbitral award decisions against the Bidder; and</li> <li>f) They have a record of timely and satisfactory performance with their clients.</li> </ol>
<b>36. Evaluation of technical and</b>	<p>The evaluation team shall review and evaluate the technical proposals on the basis of their responsiveness to the Terms of Reference and other RFP documents, applying the evaluation criteria, sub-criteria, and point system specified in Section 4: Evaluation</p>

<p><b>financial proposals</b></p>	<p>Criteria. A proposal shall be rendered non-responsive at the technical evaluation stage if it fails to achieve the minimum technical score indicated in Section 3: Data Sheet. When necessary, and if stated in the Data Sheet, UNDP may invite technically responsive proposers for a presentation related to their technical proposals. The conditions for the presentation shall be provided in the proposal document where required.</p> <p>When necessary, and if stated in the Section 3: Data Sheet, UNDP may invite technically responsive bidders for a presentation related to their technical Proposals. The conditions for the presentation shall be provided in the bid document where required.</p> <p>In the second stage, only the financial proposals of those proposers who achieve the minimum technical score will be opened for evaluation.</p> <p>The evaluation method that applies for this RFP shall be as indicated in Section 3: Data Sheet, which may be either of two (2) possible methods, as follows: (a) the lowest priced method which selects the lowest evaluated financial proposal of the technically responsive Proposers; or (b) the combined scoring method which will be based on a combination of the technical and financial score.</p> <p>When the Data Sheet specifies a <b>combined scoring method</b>, the formula for the rating of the proposals will be as follows:</p> <p style="text-align: center;"><u>Rating the Technical Proposal (TP):</u></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p><b>TP Rating</b> = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p><b>FP Rating</b> = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p><b>Combined Score</b> = (TP Rating) x (Weight of TP, e.g. 60%) + (FP Rating) x (Weight of FP, e.g., 40%)</p> </div>
<p><b>37. Post-qualification/ Due Diligence</b></p>	<p>UNDP reserves the right to undertake a post-qualification assessment, aimed at determining, to its satisfaction, the validity of the information provided by the proposer. Such exercise shall be fully documented and may include, but need not be limited to, all or any combination of the following:</p> <ol style="list-style-type: none"> <li>a) Verification of accuracy, correctness and authenticity of information provided by the proposer;</li> <li>b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;</li> <li>c) Inquiry and reference checking with Government entities with jurisdiction on the proposer, or with previous clients, or any other entity that may have done business with the proposer;</li> <li>d) Inquiry and reference checking with previous clients on the performance on on-going or completed contracts, including physical inspections of previous works, as deemed necessary;</li> <li>e) Physical inspection of the proposer’s offices, branches or other places where business transpires, with or without notice to the proposer;</li> <li>f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</li> </ol>
<p><b>38. Clarification of proposals</b></p>	<p>UNDP may request clarification or further information in writing from the proposers at any time during the evaluation process. The proposers’ responses shall not contain any changes regarding the substance or price of the proposal, except to confirm the correction of arithmetic errors discovered by UNDP in the evaluation of the proposals, in accordance with Instructions to Proposers Article 23 (Errors or omissions).</p>

	<p>UNDP may use such information in interpreting and evaluating the relevant proposal but is under no obligation to take it into account.</p> <p>Any unsolicited clarification submitted by a proposer in respect to its proposal which is not a response to a request by UNDP, shall not be considered during the review and evaluation of the proposals.</p>
<b>39. Responsiveness of proposal</b>	<p>UNDP's determination of a proposal's responsiveness is to be based on the contents of the proposal itself. A substantially responsive proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP without material deviation, reservation, or omission. A material deviation, reservation, or omission is one that:</p> <ol style="list-style-type: none"> <li>a) affects in any substantial way the scope, quality, or performance of the services specified in the contract; or</li> <li>b) limits in any substantial way, inconsistent with the solicitation documents, UNDP's rights or the proposer's obligations under the contract; or</li> <li>c) if rectified would unfairly affect the competitive position of other proposers presenting substantially responsive proposals.</li> </ol> <p>If a proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the proposer by correction of the material deviation, reservation, or omission.</p>
<b>40. Nonconformities, reparable errors and omission</b>	<p>Provided that a proposal is substantially responsive, UNDP may waive any non-conformities or omissions in the proposal that, in the opinion of UNDP, do not constitute a material deviation. These are a matter of form and not of substance and can be corrected or waived without being prejudicial to other proposers.</p> <p>Provided that a proposal is substantially responsive UNDP may request the proposer to submit the necessary information or documentation, within a reasonable period, to rectify nonmaterial nonconformities or omissions in the proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the proposal. Failure of the proposer to comply with the request may result in the rejection of its proposal.</p> <p>For financial proposals that have been opened, UNDP shall check and correct arithmetical errors as follows:</p> <ol style="list-style-type: none"> <li>a) if there is a discrepancy between the unit price and the line-item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case, the line item total as quoted shall govern and the unit price shall be corrected;</li> <li>b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail, and the total shall be corrected; and</li> <li>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</li> </ol> <p>If the proposer does not accept the correction of errors, its proposal shall be rejected, and its proposal security may be forfeited.</p>
<b>41. Right to accept any proposal and to reject any or all proposals</b>	<p>UNDP reserves the right to accept or reject any proposals, and to annul the proposal process and reject all proposals at any time prior to contract award, without thereby incurring any liability to the affected proposer or proposers or any obligation to inform the affected proposer or proposers of the grounds for UNDP's action. UNDP shall not be obliged to award the contract to the lowest priced offer.</p>
<b>AWARD OF CONTRACT</b>	
<b>42. Award criteria</b>	<p>Prior to expiration of the proposal validity, UNDP shall award the Contract to the qualified proposer based on the award criteria indicated in Section 3: Data Sheet.</p>
<b>43. Right to vary requirement at time of award</b>	<p>At the time the Contract is awarded, UNDP reserves the right to increase or decrease the quantity of services originally specified by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions and the solicitation document.</p>

<b>44. Notification of award</b>	Prior to the expiration of the period of proposal validity, UNDP will notify the successful proposer in writing by email, fax or post, that its proposal has been accepted. Please note that the proposer, if not already registered at the appropriate level in UNGM, will be required to complete the vendor registration process on the UNGM prior to the signature and finalization of the contract.
<b>45. Debriefing</b>	In the event that a proposer is unsuccessful, the proposer may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the proposer's submission, in order to assist the proposer in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the proposer's submission shall not be discussed.
<b>46. Publication of contract award</b>	UNDP will publish the contract award on UNDP Procurement Notices website <a href="https://procurement-notices.undp.org/view_awards.cfm">https://procurement-notices.undp.org/view_awards.cfm</a> which is linked to the <a href="#">United Nations Global Marketplace</a> , with the RFP Reference number, the information of the awarded proposer's company name, contract amount or LTA and the date of the contract.
<b>47. Contract Signature</b>	Within fifteen (15) days from the date of receipt of the Contract, the successful Bidder shall sign and date the Contract and return it to UNDP. Failure to do so may constitute sufficient grounds for the annulment of the award, and forfeiture of the Bid Security, if any, and on which event, UNDP may award the Contract to the Second highest rated or call for new Bids.
<b>48. Contract Type and General Terms and Conditions</b>	The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in Data Sheet, can be accessed at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
<b>49. Performance security</b>	<p>The successful Proposer, if so specified in Section 3: Data Sheet shall furnish a Performance Security in the amount and form specified herein: <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default</a>, within the specified number of days after receipt of the Contract from UNDP. Banks issuing performance securities must be acceptable to the UNDP comptroller, i.e. banks certified by the central bank of the country to operate as a commercial bank. The Performance Security form is available <a href="#">here</a>. UNDP shall promptly discharge the proposal securities of the unsuccessful proposers pursuant to Article 17 (Proposal security).</p> <p>Failure of the successful proposer to submit the above-mentioned Performance Security or sign the Contract shall constitute sufficient grounds for the annulment of the award and forfeiture of the proposal security. In that event UNDP may award the contract to the next lowest ranked proposer.</p>
<b>50. Bank guarantee for advance payment</b>	<p>Except when the interests of UNDP so require, it is UNDP's standard practice not to make advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per Section 3: Data Sheet, and if specified there, the proposer shall submit a Bank Guarantee in the full amount of the advance payment using this <a href="#">bank guarantee form</a> available at: <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default</a>.</p> <p>Banks issuing bank guarantees must be acceptable to the UNDP comptroller, i.e. banks certified by the central bank of the country to operate as a commercial bank.</p>
<b>51. Liquidated Damages</b>	If specified in Section 3: Data Sheet, UNDP shall apply Liquidated Damages for the damages and/or risks caused to UNDP resulting from the Contractor's delays or breach of its obligations as per the Contract. The payment or deduction of such liquidated damages shall not relieve the Contractor from any of its other obligations or liabilities pursuant to any current contract or purchase order.



<b>52. Proposal protest</b>	<p>Any proposer that believes to have been unjustly treated in connection with this proposal process or any contract that may be awarded as a result of such proposal process may submit a complaint to UNDP.</p> <p>The following link provides further details regarding UNDP vendor protest procedures:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/protest-and-sanctions.html">http://www.undp.org/content/undp/en/home/procurement/business/protest-and-sanctions.html</a></p>
<b>53. Other Provisions</b>	<p>In the event that the Bidder offers a lower price to the host Government (e.g. General Services Administration (GSA) of the federal government of the United States of America) for similar goods and/or services, UNDP shall be entitled to the same lower price. The UNDP General Terms and Conditions shall have precedence.</p> <p>UNDP is entitled to receive the same pricing offered by the same Contractor in contracts with the United Nations and/or its Agencies. The UNDP General Terms and Conditions shall have precedence.</p> <p>The United Nations has established restrictions on employment of (former) UN staff who have been involved in the procurement process as per bulletin ST/SGB/2006/15  <a href="http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer">http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer</a></p>

### SECTION 3: DATA SHEET (DS)

The following specific data shall complement, supplement or amend the provisions in Section 2: Instructions to Proposers. In case there is a conflict, the provisions herein shall prevail over those in Section 2: Instructions to Proposers.

Ref. Article in Section 2	Data	Specific Instructions / Requirements
1.	Scope	The reference number of this Request for Proposal (RFP) is <b>RFP23/02766: Developing Brand and Marketing Strategy</b> .  The services include development of an integrated branding – containing logos, core messages, Brand and Marketing Strategies, Promotion Action Plans for the first year of strategy implementation, for each of seven Clusters as further described in Section 5 of this RFP.
2.	Eligible proposers	Proposers from all countries are eligible to participate in this proposal process.
3.	Clarification of solicitation documents	Any request for clarification of solicitation documents must be sent directly in the system through <b>Quantum message functionality</b> .  <b><u>ATTENTION: PROPOSALS (OR ANY PART OF IT) SHALL NOT BE SUBMITTED IN THE ABOVE MANNER.</u></b>
		Deadline for submitting requests for clarifications / questions:  <b>3 (three) days before the submission deadline</b>
		Supplemental information to the RFP and responses / clarifications to queries will be posted directly in the portal.
4.	Language	All proposals, information, documents and correspondence exchanged between UNDP and the proposers in relation to this solicitation process shall be in <b>English</b>
5.	Partial proposals	Submitting proposals for parts or sub-parts of the TOR is:  <b>Not allowed</b>
6.	Currencies	Prices shall be quoted only in the currency indicated in the system:  <b>MDL (Moldovan Leu) for local suppliers</b>  and  <b>USD (US Dollars) for international suppliers</b>  For evaluation purposes, all the rates shall be recalculated at UN Operational Rate of Exchange indicated in the portal:  <a href="https://treasury.un.org/operationalrates/OperationalRates.php">https://treasury.un.org/operationalrates/OperationalRates.php</a>
7.	Duties and taxes	All prices shall:  <b>Be exclusive of VAT and other applicable indirect taxes.</b>
8.	Proposal validity period	90 days
9.	Proposal security	Not Required
10.	Alternative proposals	Shall not be considered.
11.	Pre-proposal conference	Will not be conducted

Ref. Article in Section 2	Data	Specific Instructions / Requirements
12.	Site inspection	A site inspection will not be held.
13.	Instructions for proposal submission	<p>Proposals must be <b>submitted directly in Quantum</b>.</p> <p>Allowable manner of submitting proposals:</p> <ul style="list-style-type: none"> <li>▪ File Format: PDF files only</li> <li>▪ File names must be clearly indicative of the file content and uploaded in the relevant section as instructed in the system. File names must be in English or in the language specified in this document as the bid language.</li> <li>▪ All files must be free of viruses and not corrupted.</li> <li>▪ It is recommended that the entire Proposal be consolidated into as few attachments as possible.</li> <li>▪ The proposer should receive an email acknowledging receipt of the proposal by the system.</li> <li>▪ <b>The Financial Proposal (Forms J and K) shall be submitted directly in the system only in the “Commercial section” of the requirements. Non-compliance with this instruction may result in rejection of the proposal received.</b></li> </ul>
14.	Deadline for proposal submission	<p>Deadline for proposal submission is <b>indicated in the portal</b>. In case of discrepancies between the deadline in the system and deadline indicated elsewhere, the one in the system prevails.</p> <p><b>Note that system time zone is in EST/EDT (New York) time zone.</b></p>
15.	Proposal Opening	Public proposal opening will <b>NOT</b> be held
16.	Evaluation of technical and financial proposals	<p>Evaluation will be based on:</p> <p><input checked="" type="checkbox"/> Combined scoring method using a distribution of 60%-40% Technical proposal - financial proposal</p> <p>The maximum number of technical points is detailed in Section 4: Evaluation Criteria</p> <p>To be substantially compliant, Proposers must obtain a minimum threshold of 70% of maximum points from technical evaluation.</p>
17.	Right to vary requirement at time of award	<p>The maximum percentage by which quantities may be increased is 25%</p> <p>The maximum percentage by which quantities may be decreased is 25%</p>
18.	Contract award to one or more proposer	<p>UNDP will award a contract to:</p> <p><b>One Bidder Only</b></p>
19.	Type of contract to be awarded	<p><b>Contract Face Sheet</b></p> <p>More information can be accessed at <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p> <p>See Section 6 for link to sample contract.</p>
20.	Expected date for commencement of contract	01 December 2023

Ref. Article in Section 2	Data	Specific Instructions / Requirements
21.	Conditions of contract to apply	<b>UNDP General Terms and Conditions for contracts (goods and/or services)</b> See Section 6 for link to the contract terms.
22.	Performance Security	Not Required
23.	Advance payment	Not Allowed
24.	Liquidated damages	Will be imposed as follows: Percentage of contract price per week of delay: 1% up to a maximum of 10% of the Contract value, after which UNDP may terminate the contract.
25.	Documents to be submitted with your Proposal	<ul style="list-style-type: none"> <li>▪ Company Profile, which should <u>not</u> exceed five (5) pages, including list of relevant institutions the Company has been cooperating with, including the topic and year must be presented together with the application package.</li> <li>▪ Certificate of Incorporation/ Business Registration</li> <li>▪ List of Shareholders and Other Entities Financially Interested in the Firm owning 5% or more of the stocks and other interests, or its equivalent if Bidder is not a corporation including the Certificate from State Register</li> <li>▪ Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country</li> <li>▪ Quality Certificate (e.g., ISO, etc.) and/or other similar certificates, accreditations, awards and citations received by the Bidder, if any</li> <li>▪ Financial Statement (Income Statement and Balance Sheet) for the past 3 years (2022, 2021, 2020)</li> <li>▪ A copy of preliminary Agreement in case of Consortium or sub-contracting</li> <li>▪ 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</li> <li>▪ Copies of contracts to prove that Offeror meets the requirement: minimum 3 (three) contracts in Brand development and Promotion Projects implemented over the last 3 (three) years (stated under Section 4: Evaluation Criteria)</li> <li>▪ CVs and Statements of Exclusivity and Availability (signed by the envisaged person) of the Key personnel (mentioned under in Section 5: ToR), including experience relevant to the required skills</li> <li>▪ <b>Dully filled in Proposal Forms A-K (as per Section 7: Proposal Forms). Forms A-I, representing the Technical Proposal, shall be submitted directly in the system in the “Technical section” of the requirements.</b></li> <li>▪ <b>Forms J and K, representing the Financial Proposal shall be submitted directly in the system only in the “Commercial section” of the requirements. Please, ensure that no other documents are disclosing your financial proposal apart from Forms J and K. Non-compliance with this instruction may result in rejection of the proposal received.</b></li> </ul>

## SECTION 4: EVALUATION CRITERIA

### Preliminary Examination Criteria

All criteria will be evaluated on a **Pass/Fail basis** and checked during Preliminary Examination.

Criteria	Documents to establish compliance
Completeness of the Proposal	All documents requested in Section 2: Instructions to Bidders Articles 11 and 12 have been provided and are complete.
Proposer accepts UNDP General Conditions of Contract as specified in Section 6.	Duly signed and stamped Form C: Technical Proposal Submission has been provided.
Proposal Validity	Duly signed and stamped Form C: Technical Proposal Submission has been provided.
Appropriate signatures	Proposal Forms have been duly signed and stamped.
Power of Attorney [if applicable]	Certified Letter of Appointment and/or power of attorney authorizing the representative of the Bidder to sign bids has been provided.

### Minimum Eligibility and Qualification Criteria

Minimum eligibility and qualification criteria will be evaluated on a **Pass/Fail basis**.

If the Proposal is submitted as a Joint Venture, Consortium or Association, each member should meet the minimum criteria, unless otherwise specified.

Eligibility Criteria	Documents to establish compliance
<b>Legal Status:</b> Proposer is a legally registered entity	Form D: Proposer Information
<b>Diversity, Inclusion and Belonging:</b> Proposer belongs to a diverse supplier group, including micro, small or medium sized enterprise, women or youth owned business or other.	Form D: Proposer Information
<b>Eligibility:</b> Vendor is not suspended, nor otherwise identified as ineligible by any UN Organization, the World Bank Group or any other International Organisation in accordance with Section 2 Article 4.	Form C: Technical Proposal Submission
<b>Conflict of Interest:</b> No conflicts of interest in accordance with Section 2 Article 4.	Form C: Technical Proposal Submission
<b>Bankruptcy:</b> The Proposer has not declared bankruptcy, in not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future	Form C: Technical Proposal Submission

<b>Qualification Criteria</b>	Documents to establish compliance
<b>History of non-performing contracts</b> <sup>1</sup> : Non-performance of a contract did not occur as a result of contractor default within the last 3 years <sup>1</sup> .	Form F: Eligibility and Qualification
<b>Litigation History</b> : No consistent history of court/arbitral award decisions against the Proposer for the last 3 years.	Form F: Eligibility and Qualification
<b>Previous Experience:</b>	
Minimum 3 (three) years of experience in brand development and promotion and/or communication and advertising. <i>(For JV/Consortium/Association, Team Lead Company should meet requirement).</i>	Form F: Eligibility and Qualification
Minimum 3 (three) contracts in brand development and promotion activities implemented over the last 3 (three) years. <i>(For JV/Consortium/Association, Team Lead Company should meet requirement).</i>	Form F: Eligibility and Qualification
<b>Minimum Key Personnel:</b>	
The contractor must provide at least 3 (three) key experts, with professional experience as per Section 5: Terms of Reference. Failure to do so will be considered ground for disqualification: <ul style="list-style-type: none"> <li>• 1 (one) TEAM Leader – Branding Coordinator</li> <li>• 1 (one) Graphical Designer</li> <li>• 1 (one) Communications/PR Specialist</li> </ul> <i>Please note: The above listed roles can be cumulated by certain team members, but not more than two roles per team member, clarifying in the Methodology the reasoning for such approach and distribution of tasks.</i> <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	Attach required documents to Form H: Format for CV of proposed Key Personnel
<b>Financial Standing:</b>	
<b>Liquidity</b> : The Ratio Average current assets / Current liabilities over the last 3 (three) years must be equal or	Copy of audited financial statements for the last 3 (three) years.

<sup>1</sup> 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.

greater than 1. Proposers must include in their Proposal audited balance sheets cover the last 3 (three) years.  <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	Form F: Eligibility and Qualification
<b>Turnover:</b> Proposers should have annual sales turnover of minimum 65,000 USD for the last 3 (three) years.  <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	Copy of audited financial statements for the last 3 (three) years.  Form F: Eligibility and Qualification

### Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification, capacity and experience	350
2.	Proposed Methodology, Approach and Implementation Plan	200
3.	Management Structure and Key Personnel	450
<b>Total</b>		<b>1000</b>

Section 1. Proposer's Qualification, Capacity and Experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	30
1.2	General Organizational Capability which is likely to affect implementation: <ul style="list-style-type: none"> <li>• Age of the firm - 3 years – 10 pts, &gt;3 years –10 pts for each additional year up to maximum 50 pts</li> <li>• Project management controls (organigram) - up to 20 pts</li> </ul>	70
1.3	Relevance of: <ul style="list-style-type: none"> <li>• At least 3 years work experience in brand development and promotion and/or communication and advertising (3 years - 20 pts, &gt;3 years – 10 pts for each additional year up to max. 90 pts)</li> <li>• Experience in conducting at least 3 similar size and complexity brand development and promotion projects (3 projects - 20 pts, &gt;3 projects – 5 pts for each additional project up to max. 70 pts). <i>Evidence: portfolio of relevant projects implemented must be presented</i></li> <li>• Experience in implementing projects at regional level (no experience – 0 pts, 1 project - 20 pts, for each additional 1 project – 10 pts, up to max. 70 pts) <i>Evidence: portfolio of relevant projects implemented must be presented</i></li> <li>• Work for UNDP/UN Agencies/projects (if yes – 20 pts, if no- 0 pts)</li> </ul>	250
<b>Total Section 1</b>		<b>350</b>

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	<p>Does the Methodology and Approach meet the ToR requirements?</p> <ul style="list-style-type: none"> <li>– <i>full understanding of the assignment. The proposed approach and methodology fully demonstrate responsiveness to the ToR – 51 to 70 pts</i></li> <li>– <i>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 50 pts</i></li> <li>– <i>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</i></li> </ul>	70
2.2	<p>Does the Implementation Plan meet the ToR requirements, is it logical and in line with the expectations?</p> <ul style="list-style-type: none"> <li>– <i>detailed and logical description - 31 to 50 pts</i></li> <li>– <i>limited description which requires improvements – 11 to 30 pts</i></li> <li>– <i>no description or somehow touched upon – 0 to 10 pts</i></li> </ul>	50
2.3	<p>Does the Methodology and Approach include participatory and multi-stakeholder approach?</p> <ul style="list-style-type: none"> <li>• <i>participatory approach is aligned to the ToR requirements; description of steps is well detailed – 31 to 50 pts</i></li> <li>• <i>participatory approach is satisfactorily addressed, providing some details; description of steps is described without providing many details and may be improved – 11 to 30 pts</i></li> <li>• <i>participatory approach is not addressed at all or somehow touched upon; description of steps is not described – 0 to 10 pts</i></li> </ul>	50
2.4	<p>Does the proposal contain a qualitative risk assessment and appropriate mitigation measures?</p> <ul style="list-style-type: none"> <li>• <i>the risk assessment and proposed mitigation measures are appropriate to the task, logical and correspond with the proposed methodology – 21 to 30 pts</i></li> <li>• <i>the risk assessment and proposed mitigation measures is inconsistent and require some adjustments to properly address all the tasks – 11 to 20 pts</i></li> <li>• <i>the risk assessment and proposed mitigation measures are weak – 0 to 10 pts</i></li> </ul>	30
<b>Total Section 2</b>		<b>200</b>

Section 3. Management Structure and Key Personnel		Points obtainable
3.1	<b>1 (one) TEAM Leader – Branding Coordinator (Local position)</b>	150
	<p>At least 5 years of relevant professional experience (expertise, management position, consultancy, advising, etc.) in marketing, communications, brand development/ advertising, or any related field (minimum 5 years - 10 pts, each additional year – 2 pts, up to max 20 pts)</p>	20
	<p>At least three Brand Books developed personally or under supervision over the last 5 years (i.e. at least one Brand book - in the last 2 years) (minimum 3 Brand Books - 20 pts, each additional Brand Book – 5 pts, up to max 40 pts)</p> <p><i>Evidence: portfolio of developed Brand Books must be presented together with candidate's CV.</i></p>	40



	At least 5 projects of organization and implementation of complex promotion activities for government, SCO or commercial companies (5 projects - 10 pts, each additional project – 5 pts, up to max 40 pts) <i>Evidence: portfolio of relevant projects implemented must be presented together with candidate's CV.</i>	40	
	Experience working with UN Agencies (no experience – 0 pts, Yes - 10 pts) <i>Evidence: list of relevant projects implemented must be presented together with candidate's CV.</i>	10	
	Experience on strength analyses and competitive advantage identification will be an asset (no experience – 0 pts, Yes - 15 pts) <i>Evidence: portfolio of relevant projects implemented must be presented together with candidate's CV.</i>	15	
	Language Qualifications (proficiency in English and Romanian required – each language 10 pts; command of Russian will be an advantage–5 pts)	25	
3.2	<b>1 (one) Graphical Designer (Local position)</b>		150
	University Degree in Marketing, Journalism, Communications, Arts, Design, other relevant field of study (10 pts)	10	
	At least 5 logos/brand stories creatively developed (minimum 5 logos- 20 pts, each additional logo – 5 pts, up to max 50 pts) <i>Evidence: portfolio of relevant logos/brand stories must be presented together with candidate's CV.</i>	50	
	At least 3 years of practical experience in developing and design of various communication products (banners, publications, visibility materials) (3 years - 20 pts, each additional year – 2 pts, up to max 70 pts) <i>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</i>	70	
	Language Qualifications (command of Romanian and English required – each language 10 pts)	20	
3.3	<b>1 (one) Communications/PR specialist</b>		150
	University Degree in Marketing, Journalism, Communications and other relevant field of study (10 pts)	10	
	At least 3 years of professional experience in Public Relations, Communications, Journalism with particular experiences regarding planning of promotion campaigns (3 years - 20 pts, each additional year – 2 pts, up to max 40 pts)	40	
	At least 5 communications campaigns organized/participated with samples provided, including details of using TV, Newspapers, Social Media (minimum 5 campaigns - 20 pts, each additional campaign – 5 pts, up to max 60 pts) <i>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</i>	60	
	Proven experience in event management, social-media, media relations (TV, Radio, Newspapers), and informational products development (30 pts) <i>Evidence: portfolio of relevant experience must be presented together with candidate's CV.</i>	30	
	Language Qualifications (command of Romanian and English required – each language 5 pts)	10	
<b>Total Section 3</b>			<b>450</b>

## SECTION 5. TERMS OF REFERENCE

### DEVELOPMENT OF BRAND AND MARKETING STRATEGIES

- A. Project “EU4MOLDOVA: FOCAL REGIONS PROGRAMME  
B. PROJECT DESCRIPTION

#### General Background:

The EU4Moldova: Focal regions Programme (further on referred as Programme) is based on the European Commission Implementing Decision on the Annual Action Programme 2018 in favour of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme and United Nations Children's Fund.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated local socio-economic growth as well as by improving the standards of living of the citizens in the focal regions of Cahul and Ungheni.

To this end, this Programme will address also the urban-rural divide as well as regional disparities, stimulate economic growth and job creation, refurbish and upgrade some social and technical infrastructure in selected areas (smaller towns and villages) while taking into account climate change and a gender perspective in the activities of the Programme.

Specific objectives:

1. To strengthen transparency, accountability of local public authorities and citizen participation in local governance processes in the focal regions.
2. To improve citizens' access to quality public services and utilities in the focal regions.
3. To create employment opportunities for men and women in the focal-regions and improve the attractiveness of the focal regions for investors and entrepreneurs.
4. To promote the smart specialization of the economy of the focal regions through the development of the clustering and value chain approach in key economic sectors.

The Programme objectives will be achieved through measures targeted at: (i) capacity building to support the implementation and monitoring of local economic development plans; (ii) civil society engagement in local planning, governance processes and basic social service delivery; (iii) provision of investment funding in support of the creation and/or development of social and technical infrastructure which, combined with the outcomes from interventions (i) and (ii) above, will have an immediate, visible and tangible impact on employment creation, the standard of living of the population in the focal regions.

#### C. Specific context

Starting from December 2022, EU4Moldova Focal Regions Programme provided financial assistance through the clusters' management institution/entity (**Ungheni Tourist Cluster, Cahul Shepherding Cluster, Cahul Winemaking Cluster, Cahul Beekeeping Cluster, Ungheni Berry cluster, Ungheni Furniture Cluster, Cahul Table Grape Cluster, Cahul Tourism Cluster**). Financial support (100.000 Euro for each entity) is provided for the acceleration and development of existing clusters in urban and rural areas from Cahul and Ungheni regions, especially those run or having a positive impact on women and young people, a higher degree of innovation and digitization of activities, and a positive impact on the environment. Additionally, to financial assistance, Programme will provide capacity building package that will include, but not limited to: support in implementation of joint quality management mechanism, connecting with regional/inter-regional distribution channels; certification; connecting with relevant education institutions, etc. Additionally, each cluster will be assisted to progress in networking with concrete importers/buyers in order to integrate into international high-margin value chains, as well as granted with assistance in satisfying the necessary export pre-conditions (networking foreign missions, participating at exhibitions, trade negotiations, etc.)

In addition, the Programme assisted the promotion and creation of Regional Brands (for Each Focal Region) based on the comparative advantages, local economic potential, inspirational and core values. A region's brand is an extension of its reputation for every aspect of region's life: social, economic, cultural, touristic etc. The brand's value is enhanced by the positive experiences of citizens, investors, visitors, and all those observing the changes in Cahul and Ungheni Regions.

#### **D. SCOPE OF WORK**

The EU4Moldova: focal regions Programme (hereinafter the Programme) is looking for a consulting Company (hereinafter Contractor) to develop an integrated branding – containing logos, core messages, Brand and Marketing Strategies, Promotion Action Plans for the first year of strategy implementation, for each Cluster (**7 clusters: Shepherding Cluster Cahul, Apiculture Cluster Cahul, Winemaking Cluster Cahul, Tourism Cluster VIA Cahul, Tourism Cluster Ungheni, Furniture Cluster Ungheni, Cahul Table Grape Cluster**), to advance the two Focal Regions (Ungheni and Cahul) economic, social and cultural achievements and promote Cluster brands, nationally and internationally.

The selected Contractor will also focus on building capacities among local target stakeholders to enhance the image of the regions, to capitalize the advantages of the regions, and to actively promote the new branding, success stories, regions development agenda through the most effective communication channels, national/international events, business fora and other relevant communications channels and tools.

In order to better understand the Clusters' positioning, unicity and public perception, the Contractor undertakes desktop research and studies the local context, strategies and development agenda. The Evaluation of the advantages is made furthermore by meeting relevant stakeholders (LPA, private sector, civil society, academia, media, influential personalities, and opinion makers).

Based on the defined core values and strengths of each Cluster, the selected Contractor will develop the Cluster logos, slogans/core messages and narrative arguments. In developing the brands, it is highly recommended to take into account the Ungheni and Cahul regions' brands (which were already developed with the support of the EU4MD: Focal Regions Programme).

The new drafts of visual identity (logos, slogans) will be tested among target groups and improved accordingly. Emphasis on the economic development of the Cluster should be maintained and reflected in all elements of the branding. Once the Final Logo and Slogans are created, the selected Contractor will develop the Brand Book, and will elaborate the Brand and Marketing strategy, as well as the Promotion Action Plan for the first year to enact the Cluster Brand, make it known locally, nationally and internationally. The identification of promotional channels, messages and actions will be carried out by the selected Contractor.

A strong brand will help grow the Cluster reputation, motivate audiences to take advantage of the goods and/ or services, create passion and loyalty for continued growth and success of the named Clusters, increase visibility and recognition locally, nationally and internationally.

**The Contractor shall consider circular economy principles in developing Brand and Marketing Strategy.**

#### **E. KEY ACTIVITIES AN EXPECTED OUTPUTS**

The Contractor shall take full responsibility for the execution and delivery of the following tasks and outputs to achieve the objectives of the assignment (**for each of Clusters separately**) as described below:

1. Project Initiation:
  - Elaborate concept/ methodology of brand development;
  - Provide detailed work plan and timeline of activities.
2. Research and evaluate local conditions, specialization, advantages/ disadvantages:
  - Study relevant experience of Clusters brands/ logos in other countries, modern trends;

- Review Cluster activity plans, research on local development priorities;
  - Evaluate media landscape in the region, including social media;
  - Meet the main stakeholders (local authorities, business, SCO, media). Identification of Clusters strengths and advantages, in the purpose to elaborate concept/ methodology of brand development.
3. Logo/Slogans development and testing to target audiences:
- Create draft logos (at least 3 logos per iteration);
  - Elaborate slogans in Romanian and English (at least 3 slogans in each language);
  - Brainstorm with Programme team/partners and shortlist 2 logos and slogans in each language to be tested among target audiences;
  - Use Google forms for surveys or other relevant tools to test logos and slogans among target groups. The target group should have minimum 10 persons (min 2 persons from SCO, LPA, Business, local media);
  - Test the English version of slogan. At least 10 English speaking experts to be checked;
  - One logo, as well as Romanian, and English slogans are selected.
4. Create the Brand Book, Brand and Marketing Strategy:
- Develop the Final version of logo, Romanian, and English slogans;
  - Elaborate the Brand Book comprising Brand introduction, Logo guidelines, Fonts, Tagline, Colour palettes, guidelines for Cluster page on FB/ Instagram;
  - Identify target audiences at regional/national/international level, promotion mix to be used, best media channels to address;
  - Select and propose promotional channels. For this purpose, supported patented technologies and driven digital marketing tools (online marketing platforms to deliver lead generation, marketing automation, search engine optimization, social media marketing and online reputation management) are to be considered;
  - Elaborate the Brand and Marketing Strategy to include the following elements – Perception and awareness of branding to **key target groups**, Mission, Objectives, Key messages/Slogans, Target Audiences, Communication channels and tools, Evaluation of impact;
  - Elaborate Banner design (3570mm x 2250mm) and roll up design (80x200 cm) and flyer design (A5) for participation at expositions.
5. Elaboration of a compliant labelling of the products only for 3 clusters: Shepherding Cluster Cahul, Apiculture Cluster Cahul, Winemaking Cluster Cahul:
- Developing a compliant labelling of products - three (3) labels designs per each cluster;  
*For example for **Shepherding Cluster** - label design for sheep and goat cheese, sheep kavarma, lamb meat; for Apiculture Cluster - elaboration of the label design for different types of honey.*
6. Promotion Action Plan:
- Develop the Promotion Action Plan: the main communications actions, IT tools, channels, including digital marketing, activities' timeline, monitoring and evaluation indicators and targets to be included;
  - Present detailed first year Promotion Budget;
  - Provide the sample list of promotional events and timing. Identify both National and International Business events;
  - Recommend promotional channels. The promotion activity is to be implemented by each Cluster.
  - A Company-member of the Furniture Cluster Ungheni plans to open in January 2024 a Showroom (400 m2) within the factory premises. Include the promotion concept in the Promotion Action Plan.

**F. KEY DELIVERABLES AND INDICATIVE TIMEFRAME**

Deliverables	Indicative timeframe
<p><b>T1. Project Initiation for 7 Clusters: Shepherding Cluster Cahul, Apiculture Cluster Cahul, Winemaking Cluster Cahul, Tourism Cluster VIA Cahul, Tourism Cluster Ungheni, Furniture Cluster Ungheni, Cahul Table Grape Cluster</b> Concept/Methodology of Brand development and detailed work plan and timeline of activities developed and agreed with UNDP/EUD.</p>	By January 20 <sup>th</sup> , 2024
<p><b>T2. Research for 7 Clusters</b></p> <ol style="list-style-type: none"> <li>1. International experience, trends identified</li> <li>2. Report on key findings, development strategies, strong points</li> <li>3. Media Mapping</li> <li>4. List of Cluster Advantages presented.</li> </ol> <p><b>Deliverable 1. Inception Report</b> containing the above-mentioned tasks T1 and T2</p>	By 28 February, 2024
<p><b>T3. Logo/Slogans development and testing to target audiences for 7 Clusters, <i>except Remark</i></b></p> <ol style="list-style-type: none"> <li>1. At least 3 Draft Logos per Cluster presented.</li> <li>2. At least 3 slogans in Romanian, English developed</li> <li>3. Focus Group organized. Focus Group Guide and report are presented.</li> <li>4. Testing of English Slogan Selection with 10 English speaking experts provided.</li> <li>5. One logo, as well as Romanian, and English slogans selected.</li> </ol> <p><i>Remark: Logo for Tourism Cluster Cahul and Furniture Cluster Ungheni are already elaborated.</i></p> <p><b>Deliverable 2. First Progress Report</b> containing the above-mentioned T3</p>	By April 21st, 2024
<p><b>T4. Creation of Brand Book for 7 Clusters</b></p> <ol style="list-style-type: none"> <li>1. Final versions of logo, Romanian, Russian and English slogans.</li> <li>2. Elaborate Banner design (3570 mm x 2250 mm), roll up design (80x200 cm) and flyer design (A5) for participation at expositions.</li> <li>3. Brand Book Developed. Approval from UNDP/EUD.</li> </ol> <p><b>Deliverable 3. Second Progress Report</b> to include Logos versions, result of the Focus Group, Brand Book, elaborated designs.</p>	By June 21st, 2024
<p><b>T5. Elaboration of a compliant labelling of the products only for 4 clusters: Cahul Table Grape Cluster, Shepherding Cluster Cahul, Apiculture Cluster Cahul, Winemaking Cluster Cahul.</b> Developing a compliant labelling of products - three (3) labels designs per each cluster.</p>	By July 10 <sup>th</sup> , 2024
<p><b>T6. Brand and Marketing Strategy, Promotion Action Plan for 7 Clusters:</b></p> <p>Brand and Marketing Strategy, Promotion Action Plan for the first year of Strategy implementation presented and coordinated with UNDP/EUD.</p> <p><b>Deliverable 4. Final Report</b> to contain results of Final version of Brand Book, Brand and Marketing Strategy and Promotion Acton Plan, Elaboration of a compliant labelling (T5 &amp; T6)</p>	By July 31 <sup>th</sup> , 2024

\*The deliverables are indicated per each Cluster (Shepherding Cluster Cahul, Apiculture Cluster Cahul, Winemaking Cluster Cahul, Tourism Cluster Cahul, Furniture Cluster Ungheni). **For Tourism Cluster Cahul and Furniture Cluster Ungheni the LOGOs are already created, thus, will not be developed by the Company.**

**All deliverables should be endorsed by UNDP and shall be provided in English and Romanian languages, both in hard and electronic copies.**

#### **G. INSTITUTIONAL ARRANGEMENTS**

The Contractor will be awarded a contract with UNDP for the delivery of services applied for and will work under the guidance of designated Project Officer and supervised by the Project Manager/Business Development, reporting to the Programme Manager. The Programme will provide all available related documentation, facilitate first contacts, access to the site and communication with stakeholders while **Contractor will be responsible for arranging all necessary transportation and logistics arrangements (except where indicated that the Programme will take care of), obtaining all needed permissions and establishing and maintaining of good working relationships with all involved parties.**

#### **H. DURATION OF WORK**

- a) The estimated duration of works is maximum 8 months. The expected time of commencement of contract is December 2023;
- b) UNDP will require maximum of 14 (fourteen) days (depending on the implementation stage) to review the deliverables, provide comments, approve or certify acceptance of deliverables.

#### **I. QUALIFICATIONS OF THE SUCCESSFUL SERVICE PROVIDER AT VARIOUS LEVELS**

**The offers will be evaluated based on their compliance with the requirements specified in Section 4 above:**

1. At least 3 years work experience in brand development and promotion and/or communication and advertising;
2. Experience in conducting at least 3 similar size and complexity brand development and promotion projects;
3. Experience cooperating with private sector and CSOs;
4. Work for UNDP/UN Agencies/donor funded/EU projects is an asset;
5. Creative, experienced, and professional team consisting of at least:
  - 1 (one) TEAM Leader – Branding Coordinator,
  - 1 (one) Communications/PR Specialist and
  - 1 (one) Graphical Designer.

The Contractor could consider other non-key personnel if it is required for the successful implementation of the present assignment.

Tenderers shall provide information on the Project Team proposed to manage this assignment outlining details including:

- a) Extent of experience of each of the proposed team members.
- b) Details of their respective qualifications and relevant experience.

## **SECTION 6: CONDITIONS OF CONTRACT AND CONTRACT FORMS**

**6.1** The types of Contract to be signed and the **applicable UNDP Contract General Terms and Conditions**, as specified in Data Sheet, can be accessed at

<http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

### **6.2 Special Conditions of Contract**

The following Special Conditions of Contract (SCC) shall supplement and/or amend the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the GCC:

**N/A**

## 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 J is part of the Financial Proposal and shall be submitted directly in the system only in the “Commercial section” of the requirements. Please, ensure that no other documents are disclosing your financial proposal apart from Forms J and K. Non-compliance with this instruction may result in rejection of the proposal received.]*
- **Form K: Format for Financial Proposal** *[Forms K is part of the Financial Proposal and shall be submitted directly in the system only in the “Commercial section” of the requirements. Please, ensure that no other documents are disclosing your financial proposal apart from Forms J and K. Non-compliance with this instruction may result in rejection of the proposal received.]*







## FORM B: CHECKLIST

This form serves as a checklist for preparation of your Proposal. Please complete the returnable Proposal Forms in accordance with the instructions and return them as part of your Proposal submission: No alteration to the format of forms shall be permitted and no substitution shall be accepted.

Before submitting your Proposal, please ensure compliance with the instructions in Section 2: Instructions to Proposers and Section 3: Data Sheet.

### Technical Proposal:

<b>Have you duly completed all the Returnable Proposal Forms?</b>	
▪ Form C: Technical Proposal Submission	<input type="checkbox"/>
▪ Form D: Proposer information	<input type="checkbox"/>
▪ Form E: Joint Venture/Consortium/Association Information	<input type="checkbox"/>
▪ Form F: Eligibility and Qualification	<input type="checkbox"/>
▪ Form G: Technical Proposal	<input type="checkbox"/>
▪ Form H: CVs of proposed key personnel	<input type="checkbox"/>
▪ Form I: Statements of exclusivity and availability for key personnel	<input type="checkbox"/>
<b>Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?</b>	<input type="checkbox"/>
<b>Have you provided the required documents in support of Form D: Proposer Information?</b>	<input type="checkbox"/>

### Financial Proposal:

▪ Form J: Financial Proposal Submission	<input type="checkbox"/>
▪ Form K: Financial Proposal	<input type="checkbox"/>

Forms J and K, representing the Financial Proposal shall be submitted directly in the system only in the "Commercial section" of the requirements. Please, ensure that no other documents are disclosing your financial proposal apart from Forms J and K. Non-compliance with this instruction may result in rejection of the proposal received.

FORM C: TECHNICAL PROPOSAL SUBMISSION

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

We, the undersigned, offer to supply the services required for Click or tap here to enter text.in accordance with your Request for Proposals No. Click or tap here to enter text.. We hereby submit our Proposal, which includes this Technical Proposal and our Financial Proposal uploaded separately under the commercial section in the system as instructed.

**Proposer Declaration:** on behalf of our firm, its affiliates, subsidiaries and employees, including any JV / Consortium / Association members or subcontractors or suppliers for any part of the contract.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the RFP, including the RFP Information and Data Sheet, Terms of Reference, the General Conditions of Contract and any Special Conditions of Contract. I/we confirm that the proposer agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the proposer has the necessary capacity, capability and necessary licenses to fully meet or exceed the requirements and will be available to deliver throughout the relevant contract period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this proposal I/we warrant that the proposer: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any competitor; has not directly or indirectly approached any representative of the buyer (other than the point of contact) to lobby or solicit information in relation to the RFP; has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in proscribed practices, or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct : <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a> and acknowledge that it provides the minimum standards expected of suppliers to the UN.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the proposer has no actual, potential or perceived conflict of Interest in submitting this proposal, or entering into a contract to deliver the requirements. Where a conflict of interest arises during the RFP process the proposer will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Prohibitions and Sanctions:</b> I/We hereby declare that our firm, ultimate beneficial owners, affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.
<input type="checkbox"/>	<input type="checkbox"/>	I/We do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against us that could impair our operations in the foreseeable future.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Proposal Validity Period:</b> I/We confirm that this Proposal, including the price, remains open for acceptance for the proposal validity period.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any proposal you receive.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organisation/s to make this declaration on its/their behalf.



Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*[Stamp with official stamp of the Proposer]*

FORM D: PROPOSER INFORMATION

<b>RFP Reference</b>	<b>RFP No.: 23/02766</b>
<b>Legal name of Proposer</b>	Click or tap here to enter text.
<b>Legal Address, City, Country</b>	Click or tap here to enter text.
<b>Website</b>	Click or tap here to enter text.
<b>Year of registration</b>	Click or tap here to enter text.
<b>Proposer's Authorized Representative information</b>	Name and Title: Click or tap here to enter text. Telephone numbers: Click or tap here to enter text. Email: Click or tap here to enter text.
<b>Legal structure</b>	Choose an item.
<b>No. of full-time employees</b>	Click or tap here to enter number.
<b>No. of staff involved in similar contracts</b>	Click or tap here to enter number.
<b>Are you a UNGM registered vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert UNGM Vendor Number
<b>Years of supplying to UN organisations</b>	Click or tap here to enter text.
<b>Are you a Click or tap here to enter text.vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert Vendor Number
<b>Countries of operation</b>	Click or tap here to enter text.
<b>Subsidiaries in the region (please indicate names of subsidiaries and addresses, if relevant to the proposal)</b>	Click or tap here to enter text.
<b>Commercial Representatives in the country: Name/Address/Phone (for international companies only)</b>	Click or tap here to enter text.
<b>Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):</b>	Click or tap here to enter text.
<b>Does your Company have a corporate environmental policy or environmental management system/accreditation such as ISO 14001 or ISO 14064 or equivalent? (If yes, provide a Copy of the valid Certificate):</b>	<p>Tick all that apply and <b>provide supporting documentation:</b></p> <input type="checkbox"/> Corporate Environmental Policy <input type="checkbox"/> ISO 14001 <input type="checkbox"/> ISO 14064 <input type="checkbox"/> Other, specify Click or tap here to enter text.
<b>Does your organization demonstrate significant commitment to sustainability, including the following aspects that have</b>	Attach a formal statement that outlines your organisation's commitment to sustainability, where possible providing evidence of tangible results that demonstrate progress such as:

<p><b>been identified in the UN Sustainable Procurement Framework?</b></p> <ul style="list-style-type: none"> <li>• <b>Environmental:</b> prevention of pollution, sustainable resources; climate change and mitigation and the protection of the environment, biodiversity.</li> <li>• <b>Social:</b> human rights and labour issues, gender equality, sustainable consumption, and social health and wellbeing.</li> <li>• <b>Economic:</b> whole life cycle costing, local communities and small or medium enterprises, and supply chain sustainability.</li> </ul>	<p>Tick all that are attached:</p> <p><input type="checkbox"/> Formal statement</p> <p><input type="checkbox"/> Sustainability report</p> <p><input type="checkbox"/> UN Global Compact Communication on Progress</p> <p><input type="checkbox"/> Other, specify <a href="#">Click or tap here to enter text.</a></p>
<p><b>Does your company belong to a diverse supplier group including micro, small or medium sized enterprise, women or youth owned business or other?</b></p> <p><i>(If yes, please provide details and documentation)</i></p>	<p><a href="#">Click or tap here to enter text.</a></p>
<p><b>Is your company a member of the UN Global Compact?</b></p>	<p>Choose an item.</p> <p>If yes, please provide link to Global Compact profile:</p> <p><a href="#">Click or tap here to enter text.</a></p>
<p><b>Bank Information</b></p>	<p>Bank Name: <a href="#">Click or tap here to enter text.</a></p> <p>Bank Address: <a href="#">Click or tap here to enter text.</a></p> <p>IBAN: <a href="#">Click or tap here to enter text.</a></p> <p>SWIFT/BIC: <a href="#">Click or tap here to enter text.</a></p> <p>Account Currency: <a href="#">Click or tap here to enter text.</a></p> <p>Bank Account Number: <a href="#">Click or tap here to enter text.</a></p>
<p><b>Contact person that <a href="#">Click or tap here to enter text.</a> may contact for requests for clarifications during Proposal evaluation</b></p>	<p>Name and Title: <a href="#">Click or tap here to enter text.</a></p> <p>Telephone numbers: <a href="#">Click or tap here to enter text.</a></p> <p>Email: <a href="#">Click or tap here to enter text.</a></p>



FORM E: JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

To be completed and returned with your Proposal if the Proposal is submitted as a Joint Venture/Consortium/Association.

No	Name of Partner and contact information (address, telephone numbers, fax numbers, e-mail address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	Click or tap here to enter text.	Click or tap here to enter text.
2	Click or tap here to enter text.	Click or tap here to enter text.
3	Click or tap here to enter text.	Click or tap here to enter text.

<b>Name of leading partner</b> (with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)	Click or tap here to enter text.
--	----------------------------------

We have attached a copy of the below referenced document signed by every partner, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture:

Letter of intent to form a joint venture **OR**  JV/Consortium/Association agreement

We hereby confirm that if the contract is awarded, all parties of the Joint Venture/Consortium/Association shall be jointly and severally liable to Click or tap here to enter text for the fulfilment of the provisions of the Contract.

Name of partner:  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of partner:  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of partner:  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of partner:  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

FORM F: ELIGIBILITY AND QUALIFICATION

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

*If JV/Consortium/Association, to be completed by each partner.*

**History of Non- Performing Contracts**

<input type="checkbox"/> No non-performing contracts during the last 3 years			
<input type="checkbox"/> Contract(s) not performed in the last 3 years			
Year	Non- performed portion of contract	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Reason(s) for non-performance:	

**Litigation History** (including pending litigation)

<input type="checkbox"/> No litigation history for the last 5 years			
<input type="checkbox"/> Litigation History as indicated below			
Year of dispute	Amount in dispute (state currency)	Contract Identification	Total Contract Amount (state currency)
		Name of Client: Address of Client: Matter in dispute: Party who initiated the dispute: Status of dispute: Party awarded if resolved:	

**Previous Relevant Experience**

Please list only previous similar assignments successfully completed in the **last three years**.

List only those assignments for which the Proposer was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Proposer’s individual experts working privately or through other firms cannot be claimed as the relevant experience of the Proposer, or that of the Proposer’s partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Proposer should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value	Period of activity and status	Types of activities undertaken and role (Contractor, sub-contractor or consortium member)



Proposers may also attach their own Project Data Sheets with more details for assignments above.

Attached are the Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

### Financial Standing

<b>Annual Turnover for the last 3 years</b>	<b>Year 2022</b>	Currency: USD	Amount
	<b>Year 2021</b>	Currency: USD	Amount
	<b>Year 2020</b>	Currency: USD	Amount
<b>Latest Credit Rating (if any), indicate the source and date.</b>			

Financial information (state currency)	Historic information for the last 3 years		
	2020	2021	2022
	<i>Information from Balance Sheet</i>		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			
Current Liabilities (CL)			
	<i>Information from Income Statement</i>		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio (current assets/current liabilities)			

Attached are copies of the audited financial statements (balance sheets, including all related notes, and income statements) for the years required above complying with the following condition:

- a) Must reflect the financial situation of the Proposer or party to a JV, and not sister or parent companies;
- b) Historic financial statements must be audited by a certified public accountant;
- c) Historic financial statements must correspond to accounting periods already completed and audited. No statements for partial periods shall be accepted.



## FORM G: FORMAT FOR TECHNICAL PROPOSAL

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

The proposer's proposal must be organised to follow the format of this Technical Proposal Form. Where the proposer is presented with a requirement or asked to use a specific approach, the proposer must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.

### Section 1: Proposer's qualification, capacity and expertise

**1.1** Brief description of the organisation, including the year and country of incorporation, and types of activities undertaken.

**1.2** General organizational capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted (if so, provide details).

**1.3** Relevance of specialised knowledge and experience on similar engagements done in the region/country.

**1.4** Quality assurance procedures and risk mitigation measures.

**1.5** Organization's commitment to sustainability.

### Section 2: Proposed Methodology, Approach and Implementation Plan

This section should demonstrate the proposer's responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

**2.1** A detailed description of the approach, conceptual framework and methodology for how the Proposer will achieve or exceed the requirements of the Terms of Reference, keeping in mind the appropriateness to local conditions and project environment. Detail how the different service elements shall be organised, controlled and delivered.

**2.2** A detailed description of the Bidder's internal technical and quality assurance mechanisms and risks identified, if any.

**2.3** A detailed description of the System's technical functional and non-functional requirements.

**2.4** Implementation plan including a Gantt chart or Project Schedule indicating the detailed sequence of activities that will be undertaken and their corresponding timing.

**2.5** Any other comments or information regarding the project approach and methodology that will be adopted.

### Section 3: Management Structure and Key Personnel

**3.1** Describe the overall management approach toward planning and implementing the project. Include details of key personnel including their name and nationality, the Position they will assume and their role as per the ToR. Include an organisation chart for the management of the project describing the relationship of key positions and designations. Provide a spreadsheet to show the activities of each personnel and the time allocated for his/her involvement.



**3.2** For each of the key personnel provide: the CV using the format in **Form H** and the statement of exclusivity and availability using the format in Form I. *Please provide copies of Certifications/Awards for the Key Personnel to be involved in the project.*



FORM H: FORMAT FOR CV OF PROPOSED KEY PERSONNEL

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

<b>Position (as per ToR)</b>		
<b>Personnel Information</b>	Name:	
	Nationality:	Date of birth:
	Language Proficiency:	
<b>Present Employment</b>	Name of employer:	Contact: (manager or HR)
	Address of employer:	
	Telephone:	Email:
	Job title:	Years with present employer:
<b>Education / Qualifications</b>	<i>Summarise college/university and other specialised education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.</i>	
<b>Professional Certifications</b>	<i>Provide details of professional certifications relevant to the scope of services including name of institution and date of certification.</i>	
<b>References:</b>	<i>Provide names, addresses, phone and email contact information for two (2) references.</i>	

Summarise professional experience over the last 20 years in reverse chronological order. Indicate particular technical and managerial experience relevant to the project.

From	To	Company / Project / Position / Relevant technical and management experience

I, the undersigned, certify that, to the best of my knowledge and belief, this CV is accurate.

\_\_\_\_\_

Signature of Personnel

\_\_\_\_\_

Date (Day/Month/Year)



FORM I: STATEMENT OF EXCLUSIVITY AND AVAILABILITY

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

I, the undersigned, hereby declare that I agree to participate exclusively with the Proposer Click or tap here to enter text.in the above referenced RFP. I further declare that I am able and willing to work for the period(s) foreseen for the position for which my CV has been included in the event that this proposal is successful, namely:

From	To
Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.

I confirm that I am not engaged in other projects in a position for which my services are required during the periods where my services are required under this RFP.

By making this declaration, I understand that I am not allowed to present myself as a candidate to any other proposer submitting a proposal for this RFP. I am fully aware that if I do so, I will be excluded from this RFP, the proposals may be rejected, and I may also be subject to exclusion from other UNDP’s solicitation procedures and contracts.

Furthermore, should this proposal be successful, I am fully aware that if I am not available at the expected start date of my services for reasons other than ill-health or *force majeure*, I may be subject to exclusion from other Click or tap here to enter text. solicitation procedures and contracts and that the notification of award of contract to the Proposer may be rendered null and void.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_



FORM J: FINANCIAL PROPOSAL SUBMISSION

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

We, the undersigned, offer to provide the services indicated in our proposal and in accordance with your Request for Proposal. We are hereby submitting our Financial Proposal in the amount indicated herewith.

Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet.

We understand that you are not bound to accept any Proposal that you receive.

**Our attached Financial Proposal is for the sum of *[Insert amount in words and figures]*.** Please make sure the total matches with the total indicated in the deliverables section of the system (lines) and with the total deriving from the cost breakdown (form K).

**FORM K: FORMAT FOR FINANCIAL PROPOSAL**

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
RFP reference:	<b>RFP No.: 23/02766</b>		

The proposer is required to prepare the Financial Proposal following the below format and submit it in an envelope separate from the Technical Proposal as indicated in the Instruction to Proposers. **The inclusion of any financial information in the Technical Proposal shall lead to disqualification of the Proposer.** The Financial Proposal should align with the requirements of the Terms of Reference and the proposer's Technical Proposal.

**Currency of the proposal: MDL (Moldovan Leu) for local suppliers and USD (US Dollars) for international suppliers, excl. VAT**

**Table 1: Summary of Overall Prices**

Costs	Amount, <i>[insert currency]</i>
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal, VAT excl., <i>[insert currency]</i>	

**Table 2: Breakdown of Professional Fees**

Name	Position	Fee Rate, <i>[insert currency]</i>	No. of days / months / hours	Total Amount, <i>[insert currency]</i>
		A	B	C=A*B
<i>Please insert Name and Surname of the proposed expert</i>	1 (one) TEAM Leader – Branding Promo Coordinator			
<i>Please insert Name and Surname of the proposed expert</i>	1 (one) Graphical Designer			
<i>Please insert Name and Surname of the proposed expert</i>	1 (one) Communications / PR Specialist			
Other staff if necessary ( <i>please, list down</i> )	1 (one) xxxxx			
<b>Subtotal Professional Fees, VAT excl., <i>[insert currency]</i>:</b>				

**Table 3: Breakdown of Other Costs**

Description	Unit of Measure	Quantity	Unit Price	Total Amount, <i>[insert currency]</i>
Transportation costs	Trip			
Translation costs ( <i>if any</i> )	Hour			
Other costs (specify)				
<b>Subtotal Other Costs, VAT excl., <i>[insert currency]</i>:</b>				

**Table 4: Breakdown of Price per Deliverable / Activity**

<b>Deliverable / Milestone as per Terms of Reference</b>	<b>Time (person days)</b>	<b>Professional Fees</b>	<b>Other Costs</b>	<b>Total, <i>[insert currency]</i></b>
<b>Deliverable 1:</b> Inception Report				
<b>Deliverable 2:</b> First Progress Report				
<b>Deliverable 3:</b> Second Progress Report				
<b>Deliverable 4:</b> Final Report				
<b>Total Amount of Financial Proposal, VAT excl., <i>[insert currency]</i></b>				