



RfP23/02766: EU4MD/Developing Brand and Marketing Strategy

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. 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.

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. 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





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1 Overview

1.1 General Information

Title	RfP23/02766: EU4MD/Developing Brand and Marketing Strategy
Contact Point	Procurement Unit
Outcome	
Two Stage Evaluation	Yes
E-Mail	sc.md@undp.org
Reference Number	RfP23/02766
Beneficiary Country	MDA
Introduction	

RfP23/02766: EU4MD/Developing Brand and Marketing Strategy

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- **Form F:** Eligibility and Qualification
- **Form G:** Format for Technical Proposal
- **Form H:** Format for CV of Proposed Key Personnel
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- **Form J:** Financial Proposal Submission
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This is a two stage negotiation and all responses will be evaluated in two stages.

1.2 Tender Timeline

**Preview Date****Open Date** 25/10/23 21:31 PM**Close Date** 15/11/23 13:30 PM**Time Zone** Coordinated Universal Time**1.3 Response Rules**

This negotiation is governed by all the rules displayed below.

	Rule
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

1.4 Terms

Negotiation Currency USD

Eligible Response Currencies

Check the one currency in which you will enter your response.

	Response Currency	Description	Price Precision
<input type="checkbox"/>	USD	US Dollar	2
<input type="checkbox"/>	MDL	Moldovan Leu	2



2 Requirements

**Response is required*

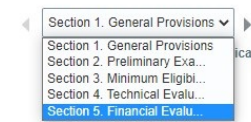
Dear supplier,

Please review carefully the requirements and questions in this section.

Provide answers where required (marked with *asterisk symbol) and upload supporting documents when requested so (marked with *asterisk symbol).

Kindly note that your Financial Proposal (Forms K-J) should ONLY be uploaded under Section 6 (the "Financial Evaluation" section below/ Commercial), and price should also be included in the Price Schedule on the platform under "Lines".

Please note that there are several Sections to be filled in, under the "Requirements" (2) step on the right side the page:



2.1 Section 1. General Provisions

*1. General Instructions to Proposers

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

Target: Confirm acceptance of instructions and provisions of this tender

*2. Bid Data Sheet

Section 3. Bid Data Sheet contains information and instructions specific to this Tender. Please confirm to have read, understood, and accepted such provisions, herewith attached.

Target: Have read and understood provisions in BDS

3. Criteria for Evaluation and Contract Award

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

Technical Proposal (60%)

- Bidder's Qualification, Capacity and Experience



- Methodology, Approach and Implementation Plan
- Management Structure and Key Personnel

Financial Proposal (40%)

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

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

2.2 Section 2. Evaluation Criteria - Preliminary Examination

***1. General Conditions of Contract**

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

***2. Proposal Validity**

Do you accept that your proposal is valid for 90 days as required in Section 2. General Instructions and Section 3. Bid Data Sheet sections?

***3. Proposal Forms**

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

***4. Company profile**

Please provide a Company Profile, which should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the services being procured. The document shall include company portfolio, demonstrating experience in implementation of projects with similar content and similar complexity

***5. Legal documents**

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

6. Official Letter of Appointment or Power of Attorney

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

Response attachments are optional.

7. List of Shareholders and Other Entities Financially Interested in the Firm

Please provide the 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

Response attachments are optional.

8. Quality Certificates

Please provide (e.g., ISO, etc.) and/or other similar certificates, accreditations, awards and citations received by the Bidder, if any

Response attachments are optional.



***9. Statement of Satisfactory Performance**

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

10. Consortium or Subcontracting Agreement

Please provide Consortium or Subcontracting Agreement or letter of intent to form a consortium or a partnership, if applicable

***11. Financial Statement**

Please provide the Financial Statements (Income Statements and Balance Sheets) for the past 3 years (2020, 2021, 2022).

***12. Methodology, Approach and Implementation Plan**

Please provide a detailed description of the Methodology, Approach and Implementation Plan (sequence of actions) for the services required in the ToR, with clear distribution of roles and responsibilities of the proposed key personnel and submission of necessary supporting information and documents as per ToR.

*13.

Copies of contracts to prove previous experience

Have you provided 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)?

***14. CVs and Statements of Exclusivity and Availability**

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

2.3 Section 3. Evaluation Criteria - Minimum Eligibility

1. Evaluation Criteria - Minimum Eligibility

Eligibility will be evaluated on "Pass"/"Fail" basis.

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

Eligibility Criteria	Documents to establish compliance
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Legal Status: Proposer is a legally registered entity	Form D: Proposer Information
Diversity, Inclusion and Belonging: 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
Eligibility: 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
Conflict of Interest: No conflicts of interest in accordance with Section 2 Article 4.	Form C: Technical Proposal Submission
Bankruptcy: The Proposer has not declared bankruptcy, is 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

***2. Compliance with Minimum Eligibility Criteria**

Do you confirm that you comply with the Minimum Eligibility Criteria?

2.4 Section 4. Evaluation Criteria - Qualification

1. Evaluation Criteria - Qualification



Qualification will be evaluated on "Pass"/"Fail" basis.

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

Qualification Criteria	Documents to establish compliance
<p>History of non-performing contracts: Non-performance of a contract did not occur as a result of contractor default within the last 3 years¹.</p> <p>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.</p>	Form F: Eligibility and Qualification
<p>Litigation History: No consistent history of court/arbitral award decisions against the Proposer for the last 3 years.</p>	Form F: Eligibility and Qualification
<p>Previous Experience:</p>	
<p>Minimum 3 (three) years of experience in brand development and promotion and/or communication</p>	Form F: Eligibility and Qualification



<p>and advertising.</p> <p><i>(For JV/Consortium/Association, Team Lead Company should meet requirement).</i></p>	<p>Qualification</p>
<p>Minimum 3 (three) contracts in brand development and promotion activities implemented over the last 3 (three) years.</p> <p><i>(For JV/Consortium/Association, Team Lead Company should meet requirement).</i></p>	<p>Form F: Eligibility and Qualification</p>
<p>Minimum Key Personnel:</p>	
<p>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:</p> <ul style="list-style-type: none"> • 1 (one) TEAM Leader – Branding Coordinator • 1 (one) Graphical Designer • 1 (one) Communications/PR Specialist <p><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></p>	<p>Attach required documents to Form H: Format for CV of proposed Key Personnel</p>



<i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	
Financial Standing:	
<p>Liquidity: The Ratio Average current assets / Current liabilities over the last 3 (three) years must be equal or greater than 1. Proposers must include in their Proposal audited balance sheets cover the last 3 (three) years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	<p>Copy of audited financial statements for the last 3 (three) years.</p> <p>Form F: Eligibility and Qualification</p>
<p>Turnover: Proposers should have annual sales turnover of minimum 65,000 USD for the last 3 (three) years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	<p>Copy of audited financial statements for the last 3 (three) years.</p> <p>Form F: Eligibility and Qualification</p>

*2. Compliance with Minimum Qualification Criteria

Do you confirm that you comply with the Minimum Qualification Criteria?

2.5 Section 5. Technical Evaluation Criteria

1. Technical Evaluation Criteria

The technical proposal will be evaluated based on the criteria set here below following the maximum obtainable points set.

Evaluation team will score each criterion based on the information provided in the proposal.



To pass the technical evaluation, the proposal must score at least 70% of the maximum total obtainable points.

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

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
Total		1000

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"> • Age of the firm - 3 years – 10 pts, >3 years –10 pts for each additional year up to maximum 50 pts • Project management controls (organigram) - up to 20 pts 	70
1.3	Relevance of: <ul style="list-style-type: none"> • At least 3 years work experience in brand development and promotion and/or communication and advertising (3 years - 20 pts, >3 years – 10 pts for each additional year up to max. 90 pts) • Experience in conducting at least 3 similar size and complexity brand development and promotion projects (3 projects - 20 pts, >3 projects – 5 pts for each additional project up to max. 70) 	250



	<p>pts).</p> <p><i>Evidence: portfolio of relevant projects implemented must be presented</i></p> <ul style="list-style-type: none"> 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) <p><i>Evidence: portfolio of relevant projects implemented must be presented</i></p> <ul style="list-style-type: none"> Work for UNDP/UN Agencies/projects (if yes – 20 pts, if no- 0 pts) 	
Total Section 1		350

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"> <i>full understanding of the assignment. The proposed approach and methodology fully demonstrate responsiveness to the ToR – 51 to 70 pts</i> <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> <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> 	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"> <i>detailed and logical description - 31 to 50 pts</i> <i>limited description which requires</i> 	50

	<p><i>improvements – 11 to 30 pts</i></p> <p>- <i>no description or somehow touched upon – 0 to 10 pts</i></p>	
2.3	<p>Does the Methodology and Approach include participatory and multi-stakeholder approach?</p> <ul style="list-style-type: none"> • <i>participatory approach is aligned to the ToR requirements; description of steps is well detailed – 31 to 50 pts</i> • <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> • <i>participatory approach is not addressed at all or somehow touched upon; description of steps is not described – 0 to 10 pts</i> 	50
2.4	<p>Does the proposal contain a qualitative risk assessment and appropriate mitigation measures?</p> <ul style="list-style-type: none"> • <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> • <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> • <i>the risk assessment and proposed mitigation measures are weak – 0 to 10 pts</i> 	30
Total Section2		200

Section 3. Management Structure and Key Personnel		Points obtainable
3.1	1 (one) TEAM Leader – Branding Coordinator (Local position)	150

	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)	20	
	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) <i>Evidence: portfolio of developed Brand Books must be presented together with candidate's CV.</i>	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	1 (one) Graphical Designer (Local position)		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	1(one)Communications/PRspecialist		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	
Total Section 3			450

2.6 Section 6. Financial Evaluation

*1. Financial Proposal

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

2.7 Section I-1.

2.8 Section I-2.



3 Lines

Instructions

The proposer is required to prepare the Financial Proposal following the format from Forms J and K and submit them in an envelope separate from the Technical Proposal (Forms A-I) as indicated in the Instruction to Proposers.

The inclusion of any financial information in the Technical Proposal (Forms A-I) 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.

Kindly note that bidders are expected to complete both Form J and K and upload these forms under the Commercial Section 6 in "Requirements" as well as complete the item line pricing below including the total proposal amount.

Prices shall be quoted only in the currency indicated in the system:

MDL (Moldovan Leu) for local suppliers (Republic of Moldova)
and

USD (US Dollars) for international suppliers.

Prices shall be VAT exclusive.

For evaluation purposes, all the rates shall be recalculated at UN Operational Rate of Exchange indicated in the portal: <https://treasury.un.org/operationalrates/OperationalRates.php>

3.1 Line Information

Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
1-Deliverable 1. Inception Report	80101500						
2-Deliverable 2. First Progress Report	80101500						
3-Deliverable 3. Second Progress Report	80101500						



Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
4-Deliverable 4. Final Report to contain results of Final version of Brand Book, Brand and Marketing Strategy and Promotion Acton Plan, Elaboration of a compliant labelling	80101500						