



REQUEST FOR PROPOSAL (RFP)

Development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections

RFP Reference No: **RfP25/03009**

Country: **Republic of Moldova**

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SECTION 1: LETTER OF INVITATION

United Nations Development Programme, hereinafter referred to as UNDP, through **“Strengthening Democratic Resilience” (EDMITE III) Project**, hereby invites prospective proposers to submit a proposal for **the development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections**, 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
 - Form L: Proposal Security

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-00712**. 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 [Supplier Portal Registration Link](#) to register a profile in the system.

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

SECTION 2: INSTRUCTIONS TO PROPOSERS

GENERAL	
1. Scope	<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 UNDP Programme and Operations Policies and Procedures/Procurement.</p> <p>As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (www.ungm.org). 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>
2. Interpretation of the RFP	<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>
3. Supplier Code of Conduct, Fraud, Corruption, Gifts and Hospitality	<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 principles on labour, human rights, environment and ethical conduct may be found at: https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</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: http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</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"> 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; 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.
4. Eligible proposers	<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, 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> <ul style="list-style-type: none"> 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 b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices. <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"> 1. is included in the Ineligibility List, hosted by UNGM, that aggregates information disclosed by Agencies, Funds or Programs of the UN System; 2. is included in the Consolidated United Nations Security Council Sanctions List, including the UN Security Council Resolution 1267/1989 list; 3. is included in the World Bank Corporate Procurement Listing of Non-Responsible Vendors and World Bank Listing of Ineligible Firms and Individuals.
5. Proprietary information	<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>
6. Publicity	<p>During the RFP process, a proposer is not permitted to create any publicity in connection with the RFP.</p>

SOLICITATION DOCUMENTS	
7. Clarification of solicitation documents	<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 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>
8. Amendment of solicitation documents	<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>
PREPARATION OF PROPOSALS	
9. Cost of preparation of proposal	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.
10. Language	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.
11. Documents establishing eligibility and qualifications of the proposer	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.
11.a. Documents comprising the proposal	<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"> • Documents Establishing the Eligibility and Qualifications of the Bidder; • Technical Proposal; • Financial Proposal; • Proposal Security, if required by DS; • Any attachments and/or appendices to the Proposal.
12. Technical proposal format and content	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. The technical proposal shall not include any price or financial information. A technical proposal containing material financial information may be declared non-responsive.
13. Financial proposal	<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>

14. Currencies	<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"> • UNDP will convert the currency quoted in the proposal into the UNDP preferred currency, in accordance with the UN Operational Rate of Exchange. • 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.
15. Duties and taxes	<p>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</p>
16. Proposal validity period	<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. 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>
17. Proposal security	<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"> • If the proposer withdraws its offer during the period of the proposal validity specified in Section 3: Data Sheet, or; • In the event the successful Proposer fails: <ul style="list-style-type: none"> ○ to sign the contract after UNDP has issued an award; or ○ 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.
18. Joint Venture, Consortium or Association	<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"> • 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 • 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. <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"> • Those that were undertaken together by the JV, Consortium or Association; and • Those that were undertaken by the individual entities of the JV, Consortium or Association. <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>
19. Only one proposal	<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"> • they have at least one controlling partner, director or shareholder in common; or • any one of them receive or have received any direct or indirect subsidy from the other/s; or • they have the same legal representative for purposes of this RFP; or • 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; • 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 • the personnel, does not apply to subcontractors being included in more than one proposal.
20. Alternative proposals	<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>
21. Pre-proposal conference	<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>
22. Site inspection	<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 which 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. 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> <ol style="list-style-type: none"> loss of or damage to any real or personal property; personal injury, disease or illness to, or death of, any person; financial loss or expense, arising out of the carrying out of that site inspection; and transportation by UNDP to the site (if provided) as a result of any accidents or malicious acts by third parties. <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). 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>
23. Errors or omissions	<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.</p> <p>Proposers shall not benefit from such ambiguities, errors, omissions, discrepancies, inconsistencies or other faults.</p>
24. Proposers responsibility to inform themselves	<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"> 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; review the RFP to ensure that they have a complete copy of all documents; obtain and examine all other information relevant to the project and the scope of the requirements available on reasonable enquiry; 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; attend any pre-proposal conference if it is mandatory under this RFP; 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 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. <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>

25. No material change(s) in circumstances	<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"> • a change affecting any declaration, accreditation, license or approval; • 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; • a change to any information on which UNDP may rely in assessing proposals.
SUBMISSION AND OPENING OF PROPOSALS	
26. Instruction for proposal submission	<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.</p> <p>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>
26a. Online submission	<p>Electronic submission through online portal shall be governed as follows:</p> <ul style="list-style-type: none"> • Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in DS; • The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled. • The Financial Proposal file must be uploaded separately only in the commercial section of the RFP in the system. • 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. <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>
27. Deadline for Submission of Proposals and Late Proposals	<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 http://www.timeanddate.com/worldclock/.</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>
28. Withdrawal, substitution and modification of proposals	<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>

	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.
29. Storage of proposals	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.
30. Proposal opening	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.
31. Late proposals	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. 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.
EVALUATION OF PROPOSALS	
32. Confidentiality	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. 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.
33. Evaluation of proposals	UNDP shall evaluate a proposal using only the methodologies and criteria defined in this RFP. No other criteria or methodology shall be permitted. UNDP shall conduct the evaluation solely on the basis of the submitted technical and financial proposals. Evaluation of proposals shall be undertaken in the following steps: <ul style="list-style-type: none"> a) Preliminary examination b) Evaluation of minimum eligibility and qualification (if pre-qualification is not done) c) Evaluation of technical proposals d) Evaluation of financial proposals.
34. Preliminary examination	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.
35. Evaluation of eligibility and qualification	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). In general terms, vendors that meet the following criteria may be considered qualified: <ul style="list-style-type: none"> 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;

	<ul style="list-style-type: none"> b) They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments, 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; d) They are able to comply fully with the UNDP General Terms and Conditions of Contract; e) They do not have a consistent history of court/arbitral award decisions against the Bidder; and f) They have a record of timely and satisfactory performance with their clients.
36. Evaluation of technical and financial proposals	<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 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 combined scoring method, the formula for the rating of the proposals will be as follows:</p> <p><u>Rating the Technical Proposal (TP):</u> TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u> FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u> Combined Score = (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)</p>
37. Post-qualification/Due Diligence	<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> <ul style="list-style-type: none"> a) Verification of accuracy, correctness and authenticity of information provided by the proposer; 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;

	<ul style="list-style-type: none"> 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; 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; e) Physical inspection of the proposer's offices, branches or other places where business transpires, with or without notice to the proposer; f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.
38. Clarification of proposals	<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>
39. Responsiveness of proposal	<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> <ul style="list-style-type: none"> a) affects in any substantial way the scope, quality, or performance of the services specified in the contract; or b) limits in any substantial way, inconsistent with the solicitation documents, UNDP's rights or the proposer's obligations under the contract; or c) if rectified would unfairly affect the competitive position of other proposers presenting substantially responsive proposals. <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>
40. Nonconformities, reparable errors and omission	<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> <ul style="list-style-type: none"> 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

	<p>point in the unit price; in which case, the line item total as quoted shall govern and the unit price shall be corrected;</p> <p>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</p> <p>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.</p> <p>If the proposer does not accept the correction of errors, its proposal shall be rejected, and its proposal security may be forfeited.</p>
41. Right to accept any proposal and to reject any or all proposals	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.
AWARD OF CONTRACT	
42. Award criteria	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.
43. Right to vary requirement at time of award	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.
44. Notification of award	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.
45. Debriefing	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.
46. Publication of contract award	UNDP will publish the contract award on UNDP Procurement Notices website https://procurement-notice.undp.org/view_awards.cfm which is linked to the United Nations Global Marketplace , with the RFP Reference number, the information of the awarded proposer's company name, contract amount or LTA and the date of the contract.
47. Contract Signature	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.
48. Contract Type and General Terms and Conditions	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
49. Performance security	The successful Proposer, if so specified in Section 3: Data Sheet shall furnish a Performance Security in the amount and form specified herein: https://popp.undp.org/layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POP_P_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee

	<p>%20Form.docx&action=default, 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 here. 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>
50. Bank guarantee for advance payment	<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 bank guarantee form available at : https://popp.undp.org/layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&action=default. 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>
51. Liquidated Damages	<p>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.</p>
52. Proposal protest	<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:</p> <p>http://www.undp.org/content/undp/en/home/procurement/business/protest-and-sanctions.html</p>
53. Other Provisions	<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</p> <p>http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&referer</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 RfP25/03009 The services include the development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections 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 Quantum message functionality . ATTENTION: PROPOSALS (OR ANY PART OF IT) SHALL NOT BE SUBMITTED IN THE ABOVE MANNER. Deadline for submitting requests for clarifications / questions: 5 (five) days before the submission deadline Supplemental information to the RFP and responses / clarifications to queries will be posted directly in the system.
4.	Language	All proposals, information, documents and correspondence exchanged between UNDP and the proposers in relation to this solicitation process shall be in English and/or Romanian .
5.	Partial proposals	Submitting proposals for parts or sub-parts of the TOR is: Not allowed
6.	Currencies	Prices shall be quoted only in the currency indicated in the system: MDL (Moldovan Leu) for local suppliers and USD (US Dollars) for international suppliers. For evaluation purposes, all the rates shall be recalculated at UN Operational Rate of Exchange indicated on the submission deadline: https://treasury.un.org/operationalrates/OperationalRates.php UNDP shall not be kept liable for any fluctuations of the exchange market during contract implementation, the Contractor being legally responsible to register any loss/gain of currency exchange resulting from payments against the Contract in accordance with the national legislation.

Ref. Article in Section 2	Data	Specific Instructions / Requirements
7.	Duties and taxes	All prices shall: Be exclusive of VAT and other applicable indirect taxes.
8.	Proposal validity period	90 days
9.	Proposal security	<p>Required in the amount of USD 7,000</p> <p>The Proposal security will be in the same currency as stipulated in Article 6: Currencies.</p> <p>Acceptable forms of Proposal security:</p> <p><input checked="" type="checkbox"/> Proposal security form template (bank guarantee) set out in Section 7: Proposal Forms</p> <p>Important Remarks:</p> <ul style="list-style-type: none"> • The Proposal Security shall be valid up to 30 days after the final date of validity of bids. • The Original of Proposal Security documentation must be physically received by UNDP (10) ten calendar days after the deadline for submission of offers indicated in the Quantum system the latest, and a copy of full Proposal Security documentation must be submitted through Quantum system as part of the online bid. If Proposal security is not submitted as stipulated above, bid shall be disqualified. The address for submitting the original Proposal Security documentation is as follows: <p>UNDP Moldova, #131, 31 August 1989 Street, MD-2012, Chisinau, Republic of Moldova to the attention of Procurement Unit</p>
10.	Alternative proposals	Shall not be considered.
11.	Pre-proposal conference	Will not be conducted
12.	Site inspection	A site inspection will not be held.
13.	Instructions for proposal submission	<p>Proposals must be submitted directly in Quantum.</p> <p>Allowable manner of submitting proposals:</p> <ul style="list-style-type: none"> ▪ File Format: PDF files only ▪ 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.

Ref. Article in Section 2	Data	Specific Instructions / Requirements
		<ul style="list-style-type: none"> All files must be free of viruses and not corrupted. It is recommended that the entire Proposal be consolidated into as few attachments as possible. The proposer should receive an email acknowledging receipt of the proposal by the system. 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. Documents which are required in original (e.g. proposal security) should be sent to the below address with a PDF copy submitted as part of the electronic submission: UNDP Moldova, #131, 31 August 1989 Street, MD-2012, Chisinau, Republic of Moldova to the attention of Procurement Unit
14.	Deadline for proposal submission	Deadline for proposal submission is indicated in the portal . In case of discrepancies between the deadline in the system and deadline indicated elsewhere, the one in the system prevails. Note that system time zone is in EST/EDT (New York) time zone.
15.	Proposal Opening	Public proposal opening will NOT 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 70%-30% 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	The maximum percentage by which quantities may be increased or decreased is 25%
18.	Contract award to one or more proposer	UNDP will award a contract to: One Bidder Only
19.	Type of contract to be awarded	Contract Face Sheet More information can be accessed at http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html See Section 6 for link to sample contract.

Ref. Article in Section 2	Data	Specific Instructions / Requirements
20.	Expected date for commencement of contract	05 June 2025
21.	Conditions of contract to apply	UNDP General Terms and Conditions for contracts (goods and/or services) 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: 1.5% 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	<p>Please attach the following documents with your Proposal:</p> <ul style="list-style-type: none"> ▪ Company Profile, which should not exceed fifteen (15) 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. ▪ Certificate of Incorporation/ Business Registration. ▪ 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. ▪ Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder ▪ Official Letter of Appointment as local representative, if Bidder is submitting a Bid on behalf of an entity located outside the country. ▪ Latest Audited Financial Statements (Income Statements and Balance Sheets) including Auditor's Reports (for international companies) or registered Financial Report at the Statistical Bureau (for local companies) for the past 3 (three) years for the Bidder (2024, 2023, 2022). ▪ At least 3 Clients' statements confirming satisfactory performance by the Proposer, each JV partner/Subcontractor (if the case), on the contracts of highest value carried out, during the past 5 (five) years, by each intended participant. ▪ A copy of preliminary Agreement in case of Consortium ▪ Detailed description of the Methodology, Approach and Implementation Plan (sequence of actions) for the services required

Ref. Article in Section 2	Data	Specific Instructions / Requirements
		<p>in the ToR, with clear distribution of roles and responsibilities of the proposed key personnel. The methodology shall provide a clear, organized, and strategic approach to how the campaign will be planned, executed, and evaluated.</p> <ul style="list-style-type: none"> ▪ Copies of contracts to prove that Offeror meets the similar experience requirement (stated under Section 4: Evaluation Criteria) ▪ 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. ▪ Environmental Compliance Certificates, Accreditations, Markings/Labels, and other evidence of the Proposer's practices which contributes to the ecological sustainability of reduction of environment impact (e.g., use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.) ▪ 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. ▪ Form L, representing the Proposal Security submitted as a scanned copy together with the proposal and delivered in original not later than ten (10) days after the submission deadline from tender deadline at the address indicated in Article 9. ▪ 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.

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.
Proposal Security with compliant validity period	Duly signed and stamped compliant to validity Form L: Proposal Security 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
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	Form C: Technical Proposal Submission

or pending legal action against the vendor that could impair its operations in the foreseeable future	
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Qualification Criteria	Documents to establish compliance
History of non-performing contracts¹: Non-performance of a contract did not occur as a result of contractor default within the last 3 years ¹ .	Form F: Eligibility and Qualification
Litigation History: No consistent history of court/arbitral award decisions against the Proposer for the last 3 years.	Form F: Eligibility and Qualification
Previous Experience	
Minimum 5 (five) years of experience in communication consultancy, public relations, implementation of communication campaigns and other relevant fields. <i>(For JV/Consortium/Association, Team Lead company should meet requirement).</i>	Form F: Eligibility and Qualification
Minimum 3 (three) finalized contracts of similar size and complexity, each involving a combination of services such as communication strategy development, implementation of communication campaigns, video production, social media placements, etc. over the last 5 (five) years. <i>(For JV/Consortium/Association, Team Lead company should meet requirement).</i>	Form F: Eligibility and Qualification
Minimum Key Personnel	
<p>The contractor must provide at least 8 key experts, with professional experience as per Terms of Reference:</p> <ul style="list-style-type: none"> • 1 (one) Team Lead – Communication Expert • 1 (one) Project Manager – Client Lead • 1 (one) Copywriter • 1 (one) Creative Manager – Designer • 1 (one) Video Production Manager • 1 (one) Event Manager • 1 (one) Digital Manager • 1 (one) Mass Media Manager <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>	Duly signed CVs and Statements of Exclusivity and Availability, including any other supporting documents, attached to Form G: Format for Technical Proposal.

¹ 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.

<i>(For JV/Consortium/Association, all Parties 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>If QR is less than 1: UNDP shall verify financial capacity of the bidder and has the authority to seek references from concerned parties & banks on the bidder's financial standing. UNDP has the right to reject any bid if submitted by a contractor whom investigation leads to a result that he is not financially capable and/or had serious financial problems.</i></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 minimum average sales turnover of USD 500,000 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>

Technical Evaluation Criteria

Summary of technical proposal evaluation sections		Points obtainable
1.	Proposer's qualification, capacity and experience	300
2.	Proposed methodology, approach and implementation plan	400
3.	Management structure and key personnel	300
Total		1000

Section 1. Proposer's qualification, capacity and experience		Points obtainable
1.1	<p>Reputation of Organization and Staff Credibility / Reliability / Industry Standing</p> <ul style="list-style-type: none"> limited recognition with unclear reputation and track records – 0 pts; reputable organization with a strong, well-documented track records and recognized expertise 30 pts.) 	30
1.2	<p>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.</p> <ul style="list-style-type: none"> Age of the legal entity (public/business association, public/business support organization, public/business development service provider, etc.) (5 years – 15 pts, 2.5 pts for each additional year, up to 30 pts) 	60

	<ul style="list-style-type: none"> Average sales turnover for the last 3 (three) years (between 500,000 USD and 600,000 USD - 15 pts; between 600,001 USD and 800,000 USD - 20 pts; more than 800,001 USD – 30 pts.) 	
1.3	<p>Relevance of specialised knowledge and experience on similar engagements done in the region / country</p> <ul style="list-style-type: none"> Minimum 5 (five) years of experience in communication consultancy, public relations, implementation of communication campaigns and other relevant fields (5 years – 10 pts., each additional year – 5 pts., up to max 60 pts.); Minimum 3 (three) finalized contracts of similar size and complexity, each involving a combination of services such as communication strategy development, implementation of communication campaigns, video production, social media placements, etc. over the last 5 (five) years (3 contracts – 20 pts., each additional contract – 10 pts., up to max 60 pts.); Demonstrated experience in developing communication strategies using message testing through focus groups or other relevant tools to ensure its relevance and effectiveness in influencing the behaviour of target groups (no experience – 0 pts, 1 - 3 assignments – 15 pts, 4 and more relevant assignments – 30 pts); Demonstrated experience of working with Moldovan public institutions would be an advantage (no – 0 pts., yes – 15 pts.); Working experience with UN Agencies and/or other international organizations will be an advantage (no – 0 pts., yes – 15 pts.). 	180
1.4	<p>Organizational Commitment to Sustainability:</p> <ul style="list-style-type: none"> Organization is compliant with ISO 14001 or ISO 14064 or equivalent – (no – 0 pts., yes – 10 pts.); Organization is a member of the UN Global Compact - (no – 0 pts., yes – 10 pts.); Organization demonstrates significant commitment to sustainability through some other means, for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues, overall gender balance in the team, diversity within the team: people from minority, vulnerable or marginalized groups are part of the team, demonstrated experience in applying the Human Rights Based Approach and Gender Mainstreaming in the area (if relevant) - (no – 0 pts., yes – 10 pts.). 	30
Total Section 1		300

Section 2. Proposed methodology approach and implementation plan		Points obtainable
2.1	<p>Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the assignment adequately weighted relative to one another?</p> <ul style="list-style-type: none"> The Proposer has full understanding of the assignment. The presented conceptual framework is appropriate for the assignment, all important aspects being fully described, and requirements addressed – up to 90 pts.; The Proposer has satisfactory understanding of the assignment. The presented conceptual framework requires some adjustments to fully 	90

	<p>incorporate all aspects and requirements of the assignment – up to 55 pts.;</p> <ul style="list-style-type: none"> The Proposer has limited understanding of the assignment. The presented conceptual framework requires major adjustments to address all the aspects and requirements of the assignment – up to 20 pts. 	
2.2	<p>Description of the Proposer's approach and methodology for meeting or exceeding the requirements of the Terms of Reference:</p> <ul style="list-style-type: none"> The proposed approach fully meets the ToR and adds value beyond the minimum scope with well-justified, context-aware and innovative activities – up to 110 pts; The proposed approach and methodology fully meet the ToR requirements – up to 75 pts; The proposed approach and methodology are closely interlinked with ToR, but require some adjustments to properly address all the tasks – up to 40 pts; The proposed approach and methodology only partially meet the ToR requirements, requiring major adjustments to adequately address the tasks – up to 20 pts. 	110
2.3	<p>Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement:</p> <ul style="list-style-type: none"> The proposed M&E methodology and tools fully respond to the task – up to 60 pts; The proposed M&E methodology is well-structured and defined but requires some clarifications – up to 30 pts; The proposed M&E methodology requires major adjustments to address the tasks – up to 10 pts; No M&E methodology provided – 0 pts. 	60
2.4	<p>Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic:</p> <ul style="list-style-type: none"> The Implementation Plan is comprehensive, logically structured, and presents a clear, detailed sequence of activities with a sound methodology that requires no further clarification – up to 90 pts; The Implementation Plan is generally well-organized and includes a logical sequence of activities, but lacks some detail or requires minor clarifications regarding the methodology – up to 55 pts; The description is not well structured and requires major clarifications from bidder – up to 20 pts. 	90
2.5	<p>Does the proposal demonstrate good and logical distribution of roles in the team, including distribution per person-days' involvement?</p> <ul style="list-style-type: none"> Extensive and logical distribution – up to 50 pts; To some extent – up to 25 pts; Limited or lack of any such details – 5 pts. 	50
Total Section 2		400

Section 3. Management Structure and Key Personnel			Points obtainable
1	Team Lead – Communication Expert		50
	University degree in Communications, Public Relations, Journalism, or related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	

	At least 7 (seven) years of experience in strategic communication, public relations, or media management, including leadership roles (7 years – 5 pts., each additional year – 1 pt, up to max 10 pts.)	10	
	Experience in a similar position in at least 3 (three) similar projects (three projects – 5 pts., each additional project – 5 pts., up to max 20 pts.)	20	
	Experience in working with public authorities would be an asset (no – 0 pts., yes – 10 pts.)	10	
2	Project Manager – Client Lead		50
	University degree in Project Management, Business Administration, Communications, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	
	At least 5 (five) years of experience in managing communication projects, including working with clients and coordinating teams (5 years – 5 pts., each additional year – 1 pt., up to max 10 pts.)	10	
	Experience in a similar role in at least 3 (three) similar projects (three projects – 5 pts., each additional project – 5 pts., up to max 20 pts.)	20	
	Experience working with public authorities would be an asset (no – 0 pts., yes – 10 pts.)	10	
3	Copywriter		30
	University degree in Journalism, Communications, Marketing, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	
	At least 3 (three) years of experience in content writing, advertising, or editorial work (3 years – 5 pts., each additional year – 1 pt, up to max 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt, up to max 10 pts.)	10	
4	Creative Manager – Designer		40
	University degree in Graphic Design, Fine Arts, Marketing, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	
	At least 5 (five) years of experience in graphic design, branding, or creative direction (5 years – 5 pts., each additional year – 1 pt., up to max 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt., up to max 10 pts.)	10	
	Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), visual storytelling, and design strategy (no – 0 pts., yes – 10 pts.)	10	
5	Video Production Manager		40
	University degree in Film Production, Media Studies, Communications, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	
	At least 5 (five) years of in video production, directing, or editing (5 years – 5 pts., each additional year – 1 pt, up to max. 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt, up to max 10 pts.)	10	
	Expertise in video editing software (Adobe Premiere Pro, Final Cut Pro), scriptwriting (no – 0 pts., yes – 10 pts.)	10	
6	Event Manager		30
	University degree in Event Management, Public Relations, Business Administration, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)	10	

	At least 5 (five) years of in organizing and managing events, including logistics and budgeting (5 years – 5 pts., each additional year – 1 pt, up to max. 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt, up to max 10 pts.)	10	
7	Digital Manager		
	University degree in Digital Marketing, Communications, IT, or a related field (Bachelor’s degree – 5 pts., Master’s degree – 10 pts.)	10	
	At least 5 (five) years of managing digital campaigns, social media, and website development (5 years – 5 pts., each additional year – 1 pt, up to max. 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt, up to max 10 pts.)	10	30
8	Mass Media Manager		
	University degree in Journalism, Media Studies, Communications, Marketing or a related field (Bachelor’s degree – 5 pts., Master’s degree – 10 pts.)	10	
	At least 5 (five) years of in in media relations, broadcasting, or journalism (5 years – 5 pts., each additional year – 1 pt, up to a max. 10 pts.)	10	
	Experience in a similar role in at least 2 (two) similar projects (two projects – 5 pts., each additional project – 1 pt, up to max 10 pts.)	10	30
Total Section 3			300

SECTION 5. Terms of Reference

Development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections

A. Background:

Electoral support and capacity development are part of UNDP's democratic governance assistance worldwide. Through this support, UNDP helps nations build democratic frameworks which lead to improved representation, accountability, and transparency for the benefit of citizens.

In this context, UNDP has a long-standing partnership with the Central Electoral Commission (CEC) and the Centre for Continuous Electoral Training (CICDE) aiming at advancing the electoral education and democratic electoral processes in Moldova. This partnership, which spans over 10 years, resulted in the establishment of strong professional institutions, development of a modern State Automated Information System "Elections" (SAISE), the enhancement of the State Register of Voters' accuracy and the design and implementation of effective long-term civic and voter and citizens education instruments.

Throughout the last electoral cycles, due to the continuous UNDP's support CEC and CICDE have demonstrated strengthened capacities and, despite challenges and persistent financial limitations faced by the institutions, managed to successfully deliver "well-administered elections", as attested by OSCE/ODIHR Observation Missions.

During 2024 – 2028, UNDP is implementing the Project "Strengthening Democratic Resilience in Moldova" (*hereinafter "the Project"*), funded by the Governments of Sweden, Norway, Denmark and Canada. The overarching objective of the Project is to contribute to improving oversight and transparency of political contestants, strengthening electoral institutions, and deepening civic engagement, which in turn will collectively foster a more resilient democratic framework in Moldova.

The Project aligns with the ODIHR and Venice Commission recommendations and supports the implementation of the CEC and CICDE Strategic Plans (2024-2027), focusing on three main areas: (1) improving oversight of political finance to curb illicit activities and enhance transparency, (2) strengthening electoral institutions to withstand cyber and information threats, and (3) deepening civic engagement to foster an informed and inclusive electorate.

To achieve the goal of its third output, the Program will target the following specific objectives:

1. **Consolidate the civic education system:** The Project will build on and consolidate the civic education systems, curricula, and partnerships developed in collaboration with CICDE. This will increase the number of secondary school studies, and university graduates exposed to the electoral education curriculum.
2. **Reinforce women's political participation:** To reinforce public confidence in women's political participation/leadership the Project will support perception change related to women's political participation, strengthen the policy framework and institutionalization of women's political participation across institutions, widen the pipeline of future leadership candidates, and support the enforcement of laws against misogynistic speech. Each of these activities will be coordinated with UN Women.
3. **Make electoral processes more inclusive:** The Project will develop and implement robust education campaigns targeting population segments more prone to miss/disinformation around the upcoming presidential and parliamentary elections. This will include the conduct of a behavioral change campaign targeting segments (age/gender/education/geography, etc.) at risk of sub-mean or declining turnout both domestically and in the diaspora designed to increase turnout.

Considering the upcoming parliamentary elections, the Project aims to support the CEC and other key stakeholders mentioned below, with contracting a company to develop communication strategy and implement a full-fledged communication campaign to promote voter participation, ensure voter awareness and combat misinformation, promote civic responsibility and provide transparency and trust. This campaign

is also meant to broaden support for women's political leadership and supporting voter engagement and promoting electoral integrity.

B. Objective:

The Project seeks to contract a qualified company (*hereafter "the Company"*) to design a communication strategy and implement a full-scale nationwide (national and international) communication campaign for the CEC and other state institutions to promote voter participation (mobilisation), ensure voter awareness, broaden support for women's and youth political leadership, and promote civic responsibility and electoral integrity. To that, the Company shall provide technical assistance and strategic communication consultancy to the CEC for a period leading up to the election day and extending into the post-electoral period.

Duration:

- Communication campaign: Three months leading up to election day and extend into the post-electoral period for up to four weeks (July – October depending on the date of elections).
- Strategic communication consultancy: Three months leading up to election day and extend into the post-electoral period for up to three months (July – December depending on the date of elections).

The Communication Campaign shall target the following groups:

- General public, resident population and diaspora putting emphasis on voter awareness, mobilization and promoting electoral integrity and resistance to electoral corruption.
- For women and general public implement a perception-change campaign targeting demographics that are most resistant to supporting women in political leadership roles.
- Youth mobilization and education - eligible voters, particularly first-time voters and youth.
- Members of marginalized communities, including minority groups and persons with disabilities.

The Company will collaborate closely with key stakeholders, ensuring alignment with their strategic communication objectives:

- Central Electoral Commission (CEC): As the project's main partner, the CEC will provide oversight and guidance for the campaign.
- Center for Continuing Education in the Electoral Field (CICDE), the General Police Inspectorate (GPI), Center for Strategic Communication and Combating Disinformation (StratCom) and other relevant institutions: As supporting institutions to provide complementary technical support, as well as support to the CEC to expand the overall reach (i.e. dissemination of flyers and promotional material), both in terms of audience and content, while reinforcing key electoral messages.
- Civil Society and Diaspora Organizations (CSOs): Groups focused on voter education and advocacy, Civil Society Alliances, such as Coalition for Free and Fair Election, shall also be considered, as well national NGOs to be engaged in project implementation as Responsible Parties to implement activities related to voter information and accessibility of polling stations. Currently the project has several collaboration agreements with Promo-LEX and ADEPT on voter information and Alianta INFONET on accessibility of polling stations.
- Media outlets, social media platforms and influencers who can amplify campaign messages. Selected influencers shall be approved by UNDP after a thorough due diligence process.

C. Scope of work and expected outputs:

To achieve the objectives outlined, the Company will be required to undertake the following tasks:

1. In close collaboration with the CEC and the Project Team, develop a comprehensive Communication Strategy that will serve as the foundation for all campaign activities and the Communication Plan. This

strategy should cover the three months leading up to election day and extend into the post-electoral period for up to four weeks (July–October).

Note: *The strategy development process shall include **message testing through focus groups or other relevant tools** to ensure their relevance and effectiveness in influencing the perceptions and behaviour of target groups.*

2. Provision of technical assistance and strategic communication consultancy to the CEC for a period of six (6) months (July–December). This support will include the expertise of at least one experienced communication specialist to address the CEC’s strategic and crisis communication needs. The Project Team and CEC reserve the right to request the change of the proposed specialist with a different one with similar qualifications before contract signature without additional financial implications. In addition to providing consultancy, the assigned specialist will develop a contingency communication plan outlining three potential election outcome scenarios, with one to be implemented in the post-electoral period based on the election results.
3. In close collaboration with the key stakeholders (see above), design a Communication Plan for the election campaign, spanning three months before the election and up to four weeks post-election (July–October 2025), ensuring alignment with CEC’s needs and priorities. The plan must include the following mandatory activities and deliverables:
 - Campaign identity, including branding elements such as graphic covers for social media, colour schemes, slogans, and visual guidelines to ensure consistency across all materials and platforms.
 - Series of at least five (5) high-quality video spots (1 kick-off and 4 high quality studio videos) designed for television and social media broadcast promoting key themes such as voter information and mobilization, women in politics, youth and diaspora participation, electoral integrity, etc.
 - At least five (5) Animated Videos (step-by-step tutorials) on topics such as voter registration, voting procedures, navigating the electoral process, and using the new SAISE modules and IDs, and others; and guidance for voters on the left bank of the Nistru River on how to participate in elections (exact number and topics to be defined in consultation with the CEC).
 - At least five (5) Radio Spots based on the content of the animated graphics above.
 - A series of minimum ten (10) studio recorded interviews, testimonials and/or vox populi with graphic elements. These will feature real people sharing their reasons for voting, aspirations and expectations as voters, the importance of participation, and women’s involvement in political and social life, and electoral integrity.
 - For the post-electoral period, a series of minimum five (5) interviews, testimonials and/or vox populi featuring real people sharing their experience, aspirations and expectations as voters, especially as first-time voters.
 - Organization of at least three (3) series of in-person informational activities, each consisting of multiple events (minimum of 36 events) that shall primarily target, but not be limited to, the 12 target districts: UTA Gagauzia, Taraclia, Briceni, Cahul, Căuşeni, Cimişlia, Donduşeni, Dubăsari, Edineţ, Floreşti, Ocnîţa, and Şoldăneşti.
 These activities may include mobile information and mobilization campaigns using an outdoor portable stage, mobile social theatre, electoral cafés, debates, or other on-the-ground initiatives. Printed materials (e.g. leaflets, brochures, etc.) and promotional materials (e.g. pins, stickers, reflective bands, etc.) shall be produced in sufficient quantities to ensure coverage for all participants attending the offline events. The Proposer is expected to estimate the required volumes and propose a distribution plan aligned with the scale, format, and outreach strategy of each event series.

- At least three (3) photo galleries covering face-to-face events and three (3) video reels showcasing highlights from these activities.
- Social media campaign: A minimum of 30 video reels and clips optimized for platforms such as TikTok, Instagram and Facebook, addressing the following themes:
 - Informational content on new procedures and innovations in the electoral process (e.g., SAISE modules and new IDs).
 - Motivational "Get Out The Vote" (GoTV) videos.
 - Videos emphasizing electoral integrity (resilience to electoral corruption).
 - Youth-focused content encouraging voter participation.
 - Guidance for voters from the left bank of the Nistru River.
 - Videos related to the perception-change campaign targeting demographics that are most resistant to supporting women in political leadership roles.
 - Content dedicated to engaging and mobilizing the diaspora.
 - The vox populi and testimonials produced.
 - Videos showcasing activities conducted as part of the face-to-face activities (see the above).

Note: The content of the videos listed above shall be optimized and repurposed for the production of some of the respective reels.

- Sponsored Promotion: Paid distribution of the produced materials throughout the campaign period (July – October) via platforms such as AdMixer, Google Ads, Meta, and TikTok.
- Media Plan: Paid distribution of the produced materials on radio, TV and other channels (e.g. public transportation wrapping and audio ads, ATMs, etc.), if relevant.

Note: For more details regarding each of the deliverables, please consult the chapter I. (Expected Deliverables) below.

4. Produce all necessary communication materials, including but not limited to:
 - Campaign identity and branding.
 - Graphic materials (e.g., posters, flyers, social media graphics).
 - Videos and multimedia content.
 - Logistics arrangements for all campaign activities that require prior preparations, especially the face-to-face activities to be included into the communication campaign (see above).

Materials shall be produced in sufficient quantities to ensure coverage for all participants attending the offline events. The Proposer is expected to estimate the required volumes and propose a distribution plan aligned with the scale, format, and outreach strategy of each event series.

5. Execute the campaign by carrying out all planned activities and ensuring the effective distribution of communication materials in line with the communication plan, as well as their distribution via TV, radio, social media and face to face activities.

Note: National radio and TV broadcasters are required to distribute CEC's materials free of charge unless otherwise specified.

6. Provide the services of a Digital Manager on a monthly subscription basis to support the CEC's social media communication needs for up to three months (October – December 2025).
7. Provide comprehensive and regular (monthly) data on the campaign's outreach and impact, including qualitative and quantitative insights. These reports should include means of verification / confirmations for the broadcasting and outreach figures.

Note: Data should be disaggregated by activity, and where possible by region (i.e. country for diaspora and district for nationals), gender and age.

The Company will employ a multi-layered approach, leveraging diverse communication channels and activities to maximize the campaign's reach and effectiveness. This approach shall require the Company to designate experienced staff to oversee the campaign, ensuring clear objectives are defined for each segment and target audience. This will minimize inefficiencies and prevent overlaps across activities. To ensure a cohesive campaign, the Company must also maintain consistency in tone, language, graphic elements, and overall branding across all communication materials.

D. Expected Deliverables: These are detailed in the Videos and multimedia content Table below.

	Key deliverables	Tentative timeframe
1.	Kick-off meeting with the CEC and the Project: The Company shall organize an initial meeting with the Central Electoral Commission (CEC) and the Project team to discuss the campaign's objectives, needs, and expectations. This meeting will serve as the foundation for developing the communication strategy and will provide an opportunity to establish working arrangements and clarify roles, responsibilities, and timelines.	By 6 June 2025
2.	Communication Strategy and Plan: Design a clear and detailed Communication Strategy that should include the results of the initial assessment of CEC needs and Communication Plan, incorporating a realistic timeline for the implementation of campaign activities. <i>Note: The activities outlined in the communication strategy will be designed based on the CEC's needs and preferences, as determined through an initial assessment. However, certain activities and products are compulsory to include into the campaign (see below deliverables).</i> <i>The initial draft of the Communication Strategy and Plan will go through a revision phase. The Company is expected to incorporate the feedback received into the final version of the document.</i>	By 27 June 2025
3.	Technical assistance and strategic communication consultancy to the CEC for a period of six months (July – December 2025). This support will include the expertise of at least one experienced communication specialist to address the CEC's strategic and crisis communication needs. In addition to providing consultancy, the assigned specialist will develop a contingency communication plan outlining three potential election outcome scenarios, with one to be implemented in the post-electoral period based on the election results. <i>Note: The specialist will provide monthly reports on the support provided, outlining key deliverables and progress made.</i>	1 July - 31 December 2025
4.	Contingency communication plan: Devise a document with clear tactics, messaging and owners in the event of issues or emergency circumstances (minor or major) that could negatively impact CEC's activity and image. It shall be developed, outlining at least three scenarios, one of which will be implemented in the post-electoral period based on the election results.	31 August 2025
5.	Production and logistics preparation: Produce all necessary communication materials, <u>including but not limited to:</u> <ul style="list-style-type: none"> ○ Campaign identity, including branding elements such as graphic covers for social media, color schemes, slogans, and visual guidelines to ensure consistency across all materials and platforms. 	30 June 2025

	<ul style="list-style-type: none"> ○ Series of at least five (5) high-quality video spots (including the kick-off studio quality video) designed for television and social media broadcast promoting key themes such as voter information and mobilization, women in politics, youth and diaspora participation, electoral integrity, etc. ○ At least five (5) Animated Graphics (step-by-step tutorials) on topics such as voter registration, voting procedures, navigating the electoral process, and using the new SAISE modules and IDs, and others; and guidance for voters on the left bank of the Nistru River on how to participate in elections (exact number and topics to be defined in consultation with the CEC). ○ At least five (5) Radio Spots based on the content of the animated graphics above. ○ A series of minimum ten (10) studio recorded interviews, testimonials and/or vox populi with graphic elements. These will feature real people sharing their reasons for voting, aspirations and expectations as voters, the importance of participation, and women's involvement in political and social life, and electoral integrity. ○ For the post-electoral period, a series of minimum five (5) interviews, testimonials and/or vox populi featuring real people sharing their experience, aspirations and expectations as voters, especially as first-time voters. ○ Organization of at least three (3) series of in-person informational activities, each consisting of multiple events (minimum of 36 events) that <u>shall primarily target, but not be limited to</u>, the 12 target districts: UTA Gagauzia, Taraclia, Briceni, Cahul, Căușeni, Cimișlia, Dondușeni, Dubăsari, Edineț, Florești, Ocnița, and Șoldănești. These activities may include mobile information and mobilization campaigns using an outdoor portable stage, mobile social theatre, electoral cafés, debates, or other on-the-ground initiatives. Printed materials (e.g. leaflets, brochures, etc.) and promotional materials (e.g. pins, stickers, reflective bands, etc.) shall be produced for the offline events. ○ At least three (3) photo galleries covering face-to-face events and three (3) video reels showcasing highlights from these activities. ○ <u>Social media campaign</u>: A minimum of 30 video reels and clips optimized for platforms such as TikTok, Instagram and Facebook, addressing the following themes: <ul style="list-style-type: none"> • Informational content on new procedures and innovations in the electoral process (e.g., SAISE modules and new IDs). • Motivational "Get Out The Vote" (GoTV) videos. • Videos emphasizing electoral integrity. • Youth-focused content encouraging voter participation. • Guidance for voters from the left bank of the Nistru River. • Videos related to the perception-change campaign targeting demographics that are most resistant to supporting women in political leadership roles. • Content dedicated to engaging and mobilizing the diaspora. • The vox populi and testimonials produced. • Videos showcasing activities conducted as part of the face-to-face activities (see the above). <p>Note: <i>The content of the videos listed above shall be optimized and repurposed for the production of some of the respective reels.</i></p> ○ <u>Sponsored Promotion</u>: Paid distribution of the produced materials throughout the campaign period (July – October) via platforms such as AdMixer, Google Ads, Meta, and TikTok. 	<p>1 July – 1 September 2025</p>
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	<ul style="list-style-type: none"> ○ Media Plan: Paid distribution of the produced materials on radio, TV and other channels (e.g. public transportation wrapping and audio ads, ATMs, etc.), if relevant. <p>Note: The production of the materials will include testing of messages via focus groups or other tools, to ensure, relevance and a certain level of impact on behaviour.</p> <p>Additional details regarding deliverables are outlined under table below.</p>	
6.	Strategy Implementation: Execute the campaign by carrying out all planned activities and ensuring the effective distribution of communication materials in line with the communication plan (monthly reports provided)	27 June – 31 October 2025
7.	Social Media Manager monthly subscription service to support the CEC's social media communication needs for up to three months (October – December 2025).	1 October - 31 December 2025
8.	<p>Monitoring and reporting on campaign impact: Provide comprehensive data on the campaign's outreach and impact, including qualitative and quantitative insights in the form of regular (monthly) reports (July – October 2025).</p> <p>Note: Data should be disaggregated by activity, and where possible by region, gender and age.</p>	1 July – 31 October 2025
9.	Final Report on assignment, including the key components: important conclusions, overall impact, lessons learned, recommendations.	31 December 2025

Videos and multimedia content: Detailed description of the video and audio materials

No	Deliverable details	
Video and Audio Production		
1.	One (1) Kick-off studio quality video - A general introduction to the campaign, outlining its goals and importance. Focus on building anticipation for the upcoming elections. Professional cinematic production by a specialized production house with a focus on storytelling and artistic visuals.	
	Script:	yes
	Location:	TBD, multiple locations depending on the chosen scenario/concept
	Duration:	min - 45 sec; max- 1:30 min.
	Language:	Romanian/Russian
	Voiceover:	yes, professional narration in Romanian and Russian (separate audio)
	Subtitles:	Romanian, Russian and English
	Format:	FullHD, orientation - landscape
	Video Adaptation:	Adaptation for social media platforms (video cuts and video repositioning)
	Nametags and graphic elements:	Graphic elements where needed
	Pack shot with logos and messages:	Logos: CEC; Norad, Swedish and Danish Embassy; UNDP (TBC)
	Sign language:	yes
	Translation:	Russian and English for subtitles
	Drone shots:	yes, if needed according to concept

	Logistical arrangements (actors, etc):	yes, Professional actors; use high quality production camera systems
2.	Series of at least four (4) high-quality video spots designed for television and media broadcast promoting key themes such as women in politics, youth and diaspora participation, electoral integrity, etc:	
	Script:	yes
	Location:	TBD, multiple locations depending on the chosen scenario/concept
	Duration:	min - 30 sec; max- 1:30 min.
	Language:	Romanian/Russian
	Voiceover:	Romanian/Russian
	Subtitles:	Romanian, Russian and English
	Format:	Full HD, orientation - landscape
	Video Adaptation:	Adaptation for social media platforms (video cuts and video repositioning)
	Nametags and graphic elements:	Graphic elements where needed
	Pack shot with logos and messages:	Logos: CEC; Norad, Swedish and Danish Embassy; UNDP (TBC)
	Sign language:	yes
	Translation:	Russian and English for subtitles
	Drone shots:	yes, if needed according to concept
	Logistical arrangements (actors, etc):	yes
3.	At least five (5) Radio Spots (step-by-step tutorials) covering key electoral topics including voter registration, voting procedures, navigating the electoral process, and using the new IDs, voter corruption and guidance for voters on the left bank of the Nistru River on how to participate in elections: <ul style="list-style-type: none"> • How to Participate (2 spots): Step-by-step tutorial on voter registration, voting procedures and navigating the electoral process; • Video on voter corruption: How to recognize, avoid, and report voter corruption to the authorities; • New IDs – Explanation of how the new identification documents function in the electoral process; • Guidance for voters from the left bank of the Nistru River on how to participate in elections. 	
	Script	yes
	Duration:	min. 1 min - max. 2 min
	Language:	Romanian/Russian
	Voiceover:	yes/Romanian into Russian
	Format:	Wav or MP3
	Disclaimer:	yes
	Translation:	yes/Romanian into Russian
	Logistical arrangements (actors, etc):	yes
4.	At least five (5) Animated Graphics (step-by-step tutorials) on topics such as voter registration, voting procedures, navigating the electoral process, and using the new SAISE modules and IDs, and others; and guidance for voters on the left bank of the Nistru River on how to participate in elections. <ul style="list-style-type: none"> • 2 Videographic videos on How to Participate: A step-by-step tutorial on how to register, vote, and navigate the electoral process. • Video on how the new SAISE modules work • Video on how the new IDs work 	

	<ul style="list-style-type: none"> Video about the people on the left bank 	
	Script	yes
	Duration:	min. 1 min - max. 2 min
	Language:	Romanian/Russian
	Voiceover:	yes/Romanian into Russian
	Format:	FullHD, landscape version
	Pack shot with logos and messages:	Logos: CEC; Norad, Swedish and Danish Embassy; UNDP (TBC)
	Sign language:	yes
	Translation:	yes/Romanian into Russian
	Logistical arrangements (actors, etc):	yes
5.	A series of minimum ten (10) studio recorded interviews, testimonials and/or vox populi with graphic elements for the electoral period and another series of five (5) similar products for the post-electoral period.	
	Script	no
	Location:	Chisinau
	Duration:	min – 1 min; max – 1:30 min.
	Language:	Romanian and Russian
	Voiceover:	no
	Subtitles:	Romanian, Russian and English
	Format:	FullHD, landscape
	Video Adaptation:	Adaptation for social media platforms (video cuts and video repositioning)
	Nametags and graphic elements:	Nametags - at least 3
	Pack shot with logos and messages:	yes/ Logos: CEC; Norad, Swedish and Canadian Government; UNDP
	Sign language:	yes
	Translation:	Russian and English for subtitles
	Drone shots:	no
	Logistical arrangements (studio):	yes
6.	Social media campaign: A minimum of 30 video reels and clips optimized for platforms such as TikTok, Instagram and Facebook, addressing the following themes: <ul style="list-style-type: none"> Informational content on new procedures and innovations in the electoral process (e.g., SAISE modules and new IDs). Motivational "Get Out The Vote" (GoTV) videos. Videos emphasizing electoral integrity. Youth-focused content encouraging voter participation. Guidance for voters from the left bank of the Nistru River. Videos related to the perception-change campaign targeting demographics that are most resistant to supporting women in political leadership roles. Content dedicated to engaging and mobilizing the diaspora. Videos showcasing activities conducted as part of the face-to-face activities (see the above). 	
	Script	yes

	Location:	TBD, depending on the chosen location
	Duration:	min - 15 sec; max - 1 min.
	Language:	Romanian (if needed, some in Russian as well)
	Voiceover:	no
	Subtitles:	Romanian, Russian and English
	Format:	FullHD, orientation - portrait (vertical)
	Nametags and graphic elements:	Nametags - at least 3
	Pack shot with logos and messages:	yes/ Logos: CEC; Norad, Swedish and Canadian Government; UNDP
	Sign language:	no
	Translation:	Russian and English for subtitles
	Drone shots:	no
	Logistical arrangements (actors, etc):	yes
Media Plan / Media Services		
1.	Social media sponsorship for all videos / posts created for the communication campaign	
	Chanel:	Facebook/Instagram/Tik-Tok
	Reach:	1 million
	Audience	18 - 60 years
	Duration:	3+ months (July-October 2025)
2.	TV commercial spot promotion: Promote all produced commercial video spots about parliamentary election	
	Channels:	Moldova 1, Jurnal TV, TV8
	Video length:	30 sec- 1 min
	Duration:	3+ months (July-October 2025)
	Appearances:	4 appearances per day – 2 appearances in the morning, 2 appearances in the evening (minimum 2 appearances in prime time)
3.	Radio commercial spot promotion: Promote all radio spots about the electoral processes	
	Radio channels:	Radio Moldova, Radio Noroc, Kiss FM, Hit FM, Retro FM, Jurnal FM, Radio Plai
	Radio length:	30 sec- 1 min
	Duration:	3+ months (July-October 2025)
	Appearances:	6 appearances per day (minimum 3 appearances in prime time)
4.	Promotion of audio and video spots in trolleybuses	
	Length:	30 sec- 1 min.
	Duration:	3+ months (July-October 2025)
	Appearances:	10 appearances per day
5.	Google Banners	
	Chanel	Google
	Targeting	18- 55 years
	Banners	16 resizes
	Creation and/or adaptation	Yes, if necessary

	Views	1 mln.
	Duration	3+ month (July-October 2025)
6.	YouTube campaign	
	Channel:	Youtube
	Targeting:	18- 55 years
	Views:	1 mln.
	Duration:	2 + month (August-September 2025)
	Adaptation:	Yes, if necessary
7.	Outdoor advertising – Printed Banners <u>Optional Activities:</u> The implementation of the activities shall be, if relevant, determined in the Communication Strategy. If decided for implementation, the activities shall be conducted in full compliance with the corresponding specifications.	
	Duration:	3 + month (July-September 2025)
	Format:	Print banners
	Adaptation:	Yes, if necessary
	Quantity:	At least 12 banners
	Location:	To be placed in (but not limited to) the 12 most vulnerable districts: UTA Gagauzia, Taraclia, Briceni, Cahul, Căușeni, Cimișlia, Dondușeni, Dubăsari, Edineț, Florești, Ocnița, and Șoldănești.
8.	Outdoor advertising – Public transportation wrapping <u>Optional Activities:</u> The implementation of the activities shall be, if relevant, determined in the Communication Strategy. If decided for implementation, the activities shall be conducted in full compliance with the corresponding specifications.	
	Duration:	3 + month (July-September 2025)
	Format:	Coloured wrap
	Adaptation:	Yes, if necessary
	Location:	To be placed in (but not limited to) the following districts: Bălți, Cahul, Chișinău, Comrat

E. Organizational Setting:

The timeframe for the Company's work is scheduled for the period June–December 2025. The Company will be responsible for independently gathering the necessary information and materials to fulfil the assignment. However, they will be supported in interacting with the Central Electoral Commission by a member of the project team, the Communication Analyst. Additionally, the Project Team will provide any other facilitation support, should it become necessary.

In addition, the Project has planned communication activities to be implemented with other stakeholders. Accordingly, with the support of the Project Team, Company will coordinate its activities with stakeholders, where relevant, to ensure alignment with their ongoing activities:

- Center for Continuing Education in the Electoral Field (CICDE), the General Police Inspectorate (GPI), Center for Strategic Communication and Combating Disinformation (StratCom) and other relevant institutions: As supporting institutions to provide complementary technical support, as well as support



to the CEC to expand the overall reach, both in terms of audience and content, while reinforcing key electoral messages.

- Civil Society and Diaspora Organizations (CSOs): Groups focused on voter education and advocacy, Civil Society Alliances, such as Coalition for Free and Fair Election, shall also be considered, as well national NGOs to be engaged in project implementation as Responsible Parties to implement activities related to voter information and accessibility of polling stations. Currently the project has several collaboration agreements with Promo-LEX and ADEPT on voter information and Alianta INFONET on accessibility of polling stations.

The assignment shall be performed in coordination with the CEC and under the guidance and supervision of the Project Analyst, Project Manager, or other assigned members of the UNDP EDMITE Project. The Project will liaise with the CEC in organizing the necessary meetings and / or consultations and the communications and documentation related to the above will be in Romanian.

Before submission of final deliverables, the Company review and revise the products (i.e. documents, design, messages, videos, etc.) based on the feedback provided by the Project Team and the CEC, so that the final products reflect their comments.

Any documentation and materials intended for public use (e.g. public messages, instructional videos, information materials) shall be provided in Romanian and will undergo proofreading and editing to ensure compliance with national legislation in terms of language and terminology.

As the Project's main partner, the CEC is a national institution and its official working language is Romanian. The Company shall ensure interpretation in Romanian, as needed, for interviews, meetings, presentations, and briefings organized in person, via telephone or online. Additionally, all assignment-related documentation and deliverables shall be submitted in Romanian. Translation into English shall be provided only upon request by UNDP and as required for project implementation or reporting purposes.

Any translation, interpretation and proof-reading costs shall be covered by the Company and be listed separately in the financial proposal.

Confidentiality

Materials provided to the Company and all proceedings within the contract shall be regarded as confidential, both during and after the service delivery. Violation of confidentiality requirements may result in immediate termination of contract.

Payment Terms

Payments under this contract will be made in accordance with the approved work plan and schedule of deliverables (see Chapter D: Expected Deliverables), upon submission and acceptance of the corresponding deliverables, progress reports, and invoices. Payments terms shall be agreed upon with the Company before contract signature.

F. Qualifications and skills required:

The Company shall provide sound argumentation of the proposal by demonstrating compliance with the ToR and the environment in which it will provide the services.

The Company shall include information on the volume of allocated resources to carry out the assignment. A breakdown per working days allocated for each deliverable shall be submitted, clearly explaining the role of the team members involved in producing the deliverable. In this context, the Company shall ensure a clear presentation of distribution of tasks and allocation of working days deemed necessary for engagement of Key staff.



The proposed team should consist of Key personnel mentioned below but could provide additional if needed.

- 1 (one) Team Lead – Communication Expert
- 1 (one) Project Manager – Client Lead
- 1 (one) Copywriter
- 1 (one) Creative Manager – Designer
- 1 (one) Video Production Manager
- 1 (one) Event Manager
- 1 (one) Digital Manager
- 1 (one) Mass Media Manager

Bidders should enclose a resume for Key personnel and should include specific information on the experience and roles.

The resumes submitted for the Key project personnel should be detailed and comprehensive. Specifically, resumes should include:

- Anticipated role and level of participation in the project;
- Previous experience relevant to the assigned role in the project;
- Education, training and certification details;
- Contact information (name, title, organization, mailing address, phone, and email) of a minimum of three business references;
- Linguistic skills.

The Company agrees that the Key Staff included in the bid will participate in the project at the specified level and duration, unless a written agreement is provided by the UNDP Project Team to allow substitutions. If subcontractors should be involved, descriptions of their Key Staff members must follow the same format as used for the Bidder organization.

Bidders should provide a detailed description of their corporate experience in similar assignments, if applicable. This section should cover both the Bidder's corporate experience and the role of any subcontracted organization(s) included in the proposal. Descriptions of subcontractor staff members, if applicable, should be presented in the same format as for the Bidder organization.

During the assignment, the Company's team of experts should prove commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

Bidders agree that experts will provide high quality outputs and expertise while being engaged at the level and duration specified. Any necessary changes must be formally requested, with approval sought from the Project Team.

UNDP may at any time request the withdrawal or replacement of any of the Company personnel should non-performance happen. Replacement will be at the Company's expense.

Required qualifications of the Service Provider Interested bidders should meet the following minimum requirements:

- Proposer is a legally registered entity.
- Proposer belongs to a diverse supplier group, including micro, small or medium sized enterprise, women or youth owned business or other.
- 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.
- No conflicts of interest in accordance with Section 2 Article 4.

- 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.
 - Non-performance of a contract did not occur as a result of contractor default within the last 3 years.
 - Minimum 5 (five) years of experience in communication consultancy, public relations, implementation of communication campaigns and other relevant fields.
 - Minimum 3 (three) finalized contracts of similar size and complexity in communication strategy development, implementation of communication campaigns, video production, social media placements etc. over the last 5 years.
 - The contractor must provide at least 8 key experts, with professional experience as per Terms of Reference:
 - 1 (one) Team Lead – Communication Expert
 - 1 (one) Project Manager – Client Lead
 - 1 (one) Copywriter
 - 1 (one) Creative Manager – Designer
 - 1 (one) Video Production Manager
 - 1 (one) Event Manager
 - 1 (one) Digital Manager
 - 1 (one) Mass Media Manager
- 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.*
- 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.
 - Proposers should have minimum average sales turnover of USD 500,000 for the last 3 (three) years.

Criteria for the evaluation of the management structure and key personnel:

Team Lead – Communication Expert

- University degree in Communications, Public Relations, Journalism, or a related field
- At least 7 (seven) years of experience in strategic communication, public relations, or media management, including leadership roles
- Experience in a similar position in at least 3 (three) similar projects
- Experience working with public authorities would be an asset

Project Manager – Client Lead

- University degree in Project Management, Business Administration, Communications, or a related field
- At least 5 (five) years of experience in managing communication projects, including working with clients and coordinating teams
- Experience in a similar role in at least 3 (three) similar projects
- Experience working with public authorities would be an asset

Copywriter

- University degree in Journalism, Communications, Marketing, or a related field
- At least 3 (three) years of experience in content writing, advertising, or editorial work
- Experience in a similar role in at least 2 (two) similar projects

Creative Manager – Designer

- University degree in Graphic Design, Fine Arts, Marketing, or a related field
- At least 5 (five) years of experience in graphic design, branding, or creative direction
- Experience in a similar role in at least 2 (two) similar projects
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), visual storytelling, and design strategy

Video Production Manager

- University degree in Film Production, Media Studies, Communications, or a related field
- At least 5 (five) years of in video production, directing, or editing
- Experience in a similar role in at least 2 (two) similar projects
- Expertise in video editing software (Adobe Premiere Pro, Final Cut Pro), scriptwriting

Event Manager

- University degree in Event Management, Public Relations, Business Administration, or a related field
- At least 5 (five) years of in organizing and managing events, including logistics and budgeting
- Experience in a similar role in at least 2 (two) similar projects

Digital Manager

- University degree in Digital Marketing, Communications, IT, or a related field
- At least 5 (five) years of in managing digital campaigns, social media, and website development
- Experience in a similar role in at least 2 (two) similar projects

Mass Media Manager

- University degree in Journalism, Media Studies, Communications, Marketing or a related field
- At least 5 (five) years of in in media relations, broadcasting, or journalism
- Experience in a similar role in at least 2 (two) similar projects

Note that civil servants and other staff of the public administration, of the partner country or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as non-objection letter from the employer.

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

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 L: Proposal Security** *[scanned copy included in online submission and original submitted not later than 10 (ten) days after the submission deadline at the address indicated in Section 3 above]*

FORM A: PROPOSAL CONFIRMATION

Please acknowledge receipt of this RFP by completing this form and returning it by email to the address, and by the date specified, in the Letter of Invitation.

To: Insert name of contact person Email: Insert contact person's email - do not enter secure proposal email address

From: Insert name of proposer

Subject RFP reference RfP25/03009

Check the appropriate box	Description
<input type="checkbox"/>	YES , we intend to submit a proposal.
<input type="checkbox"/>	NO , we are unable to submit a competitive proposal for the requested services at the moment

If you selected NO above, please state the reason(s) below:

Check applicable	Description
<input type="checkbox"/>	The requested services are not within our range of supply
<input type="checkbox"/>	We are unable to submit a competitive proposal for the requested services at the moment
<input type="checkbox"/>	The requested services are not available at the moment
<input type="checkbox"/>	We cannot meet the requested terms of reference
<input type="checkbox"/>	The information provided for proposal purposes is insufficient
<input type="checkbox"/>	Your RFP is too complicated
<input type="checkbox"/>	Insufficient time is allowed to prepare a proposal
<input type="checkbox"/>	We cannot meet the delivery requirements
<input type="checkbox"/>	We cannot adhere to your terms and conditions e.g. payment terms, request for performance security, etc. Please provide details below.
<input type="checkbox"/>	Sustainability criteria/requirements are too stringent (if applicable)
<input type="checkbox"/>	We do not export
<input type="checkbox"/>	We do not sell to the UN
<input type="checkbox"/>	Your requirement is too small
<input type="checkbox"/>	Our capacity is currently full
<input type="checkbox"/>	We are closed during the holiday season
<input type="checkbox"/>	We had to give priority to other clients' requests
<input type="checkbox"/>	The person handling proposals is away from the office
<input type="checkbox"/>	Other (please provide reasons below):
Further information: Click or tap here to enter text.	
<input type="checkbox"/>	We would like to receive future RFPs for this type of services
<input type="checkbox"/>	We don't want to receive RFPs for this type of services

Questions to the Supplier concerning the reasons for no proposal should be addressed to [Click or tap here to enter text.](#) phone [Click or tap here to enter number.](#), email [Click or tap here to enter text.](#)

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:

Have you duly completed all the Returnable Proposal Forms?	
▪ 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"/>
▪ <i>Form L: Proposal Security [scanned copy included in online submission and original submitted not later than 10 (ten) days after the submission deadline at the address indicated in Section 3 above]</i>	<input type="checkbox"/>
Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?	<input type="checkbox"/>
Have you provided the required documents in support of Form D: Proposer Information?	<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:	RfP25/03009		

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"/>	Requirements and Terms and Conditions: 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"/>	Ethics: 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 : https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN.
<input type="checkbox"/>	<input type="checkbox"/>	Conflict of interest: 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"/>	Prohibitions and Sanctions: 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



Yes	No	
		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"/>	Bankruptcy: 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"/>	Proposal Validity Period: 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

RFP Reference	RfP25/03009
Legal name of Proposer	Click or tap here to enter text.
Legal Address, City, Country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of registration	Click or tap here to enter text.
Proposer's Authorized Representative information	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.
Legal structure	Choose an item.
No. of full-time employees	Click or tap here to enter number.
No. of staff involved in similar contracts	Click or tap here to enter number.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert UNGM Vendor Number
Years of supplying to UN organisations	Click or tap here to enter text.
Are you a Click or tap here to enter text.vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert Vendor Number
Countries of operation	Click or tap here to enter text.
Subsidiaries in the region (please indicate names of subsidiaries and addresses, if relevant to the proposal)	Click or tap here to enter text.
Commercial Representatives in the country: Name/Address/Phone (for international companies only)	Click or tap here to enter text.
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	Click or tap here to enter text.
Does your Company have a corporate environmental policy or environmental management system/accreditation such as ISO	Tick all that apply and provide supporting documentation: <input type="checkbox"/> Corporate Environmental Policy

14001 or ISO 14064 or equivalent? <i>(If yes, provide a Copy of the valid Certificate):</i>	<input type="checkbox"/> ISO 14001 <input type="checkbox"/> ISO 14064 <input type="checkbox"/> Other, specify Click or tap here to enter text.
Does your organization demonstrate significant commitment to sustainability, including the following aspects that have been identified in the UN Sustainable Procurement Framework? <ul style="list-style-type: none"> • Environmental: prevention of pollution, sustainable resources; climate change and mitigation and the protection of the environment, biodiversity. • Social: human rights and labour issues, gender equality, sustainable consumption, and social health and wellbeing. • Economic: whole life cycle costing, local communities and small or medium enterprises, and supply chain sustainability. 	<p>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> <p>Tick all that are attached:</p> <input type="checkbox"/> Formal statement <input type="checkbox"/> Sustainability report <input type="checkbox"/> UN Global Compact Communication on Progress <input type="checkbox"/> Other, specify Click or tap here to enter text.
Does your company belong to a diverse supplier group including micro, small or medium sized enterprise, women or youth owned business or other? <i>(If yes, please provide details and documentation)</i>	Click or tap here to enter text.
Is your company a member of the UN Global Compact?	<p>Choose an item.</p> <p>If yes, please provide link to Global Compact profile:</p> <p>Click or tap here to enter text.</p>
Bank Information	<p>Bank Name: Click or tap here to enter text.</p> <p>Bank Address: Click or tap here to enter text.</p> <p>IBAN: Click or tap here to enter text.</p> <p>SWIFT/BIC: Click or tap here to enter text.</p> <p>Account Currency: Click or tap here to enter text.</p> <p>Bank Account Number: Click or tap here to enter text.</p>



<p>Contact person that Click or tap here to enter text. may contact for requests for clarifications during Proposal evaluation</p>	<p>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.</p>
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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:	RfP25/03009		

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 (<i>address, telephone numbers, fax numbers, e-mail address</i>)	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.

Name of leading partner (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:

Name of partner:

Signature: _____

Signature: _____

Date: _____

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:	RfP25/03009		

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 3 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 5 years**. The previous experience presented must align with the requirements outlined in Section 4: Evaluation Criteria and Section 5: Terms of Reference of this Request for Proposal. It should demonstrate the relevance of specialized knowledge and experience in similar assignments, particularly within the region or country.

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 (please include the currency)	Period of activity and status (month/year)	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

Annual Turnover for the last 3 years	Year 2024	Currency: USD	Amount
	Year 2023	Currency: USD	Amount
	Year 2022	Currency: USD	Amount
Latest Credit Rating (if any), indicate the source and date.			

Financial information (state currency)	Historic information for the last 3 years		
	2022	2023	2024
	Information from Balance Sheet		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			
Current Liabilities (CL)			
	Information from Income Statement		
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:

- Must reflect the financial situation of the Proposer or party to a JV, and not sister or parent companies;
- 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:	RfP25/03009		

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. The previous experience presented must align with the requirements outlined in Section 4: Evaluation Criteria and Section 5: Terms of Reference of this Request for Proposal.

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. To that, go into detail regarding the information and arguments for the communication channels chosen and activities included in the Communication Strategy and Plan.

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

2.3 A detailed methodology that provides a clear, organized, and strategic approach to how the campaign will be planned, executed, and evaluated

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:	RfP25/03009		

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

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:	RfP25/03009		

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:	RfP25/03009		

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:	RfP25/03009		

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, VAT exclusive

Table 1: Summary of Overall Prices

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

Table 2: Breakdown of Professional Fees

Name	Position	Fee Rate <i>[please insert currency]</i>	No. of days / months / hours	Total Amount <i>[please insert currency]</i>
		A	B	C=A*B
	1 (one) Team Lead – Communication Expert			
	1 (one) Project Manager – Client Lead			
	1 (one) Copywriter			
	1 (one) Creative Manager – Designer			
	1 (one) Event Manager			
	1 (one) Video Production Manager			
	1 (one) Digital Manager			
	1 (one) Mass Media Manager			
Subtotal Professional Fees:				

Table 3: Breakdown of Other Costs

[The proposer is required to complete the table in alignment with its technical proposal. The table below outlines indicative communication products for reference and should be adjusted accordingly. Each proposed communication product must be listed along with the corresponding unit price and estimated quantity.]

Description	Unit of Measure	Quantity	Unit Price <i>[please insert currency]</i>	Total Amount <i>[please insert currency]</i>
Video and Audio Production				
1. Campaign identity, including branding elements such as graphic covers for social media, color schemes, slogans, and visual guidelines to ensure consistency across all materials and platforms.				
2. Kick-off studio quality video				
3. High-quality video spots designed for television and media broadcast				
4. Radio Spots				
5. Animated Graphics				
6. Studio recorded interviews, testimonials and/or vox populi with graphic elements				
7. In-person informational activities that shall primarily target, but are not limited, to 12 target districts:				
• UTA Gagauzia				
• Taraclia				
• Briceni				
• Cahul				
• Causeni				
• Cimislia				
• Donduseni				
• Dubasari				
• Edinet				
• Floresti				
• Ocnita				
• Soldanesti				
8. Photo galleries covering face-to-face events				

9. Video reels showcasing highlights from face-to face events				
10. Social media campaign:				
• Video reels and clips for TikTok				
• Video reels and clips for Instagram				
• Video reels and clips for Facebook				
Media Plan / Media Services				
1. Social media sponsorship:				
• TikTok				
• Instagram				
• Facebook				
2. TV commercial spot promotion:				
• Moldova 1				
• Jurnal TV				
• TV8				
3. Radio commercial spot promotion:				
• Radio Moldova				
• Radio Noroc				
• Kiss FM				
• Hit FM				
• Retro FM				
• Jurnal FM				
• Radio Plai				
4. Promotion of audio and video spots in trolleybuses				
5. Google Banners				
6. Youtube Campaign				
7. Outdoor advertising – printed Banners				
8. Outdoor advertising – Public transportation wrapping				
9. Graphic materials:				
• Posters				
• Flyers				
Other costs (specify)				
Subtotal Other Costs:				

Table 4: Breakdown of Price per Deliverable / Activity

Deliverable / Milestone as per Terms of Reference	Time (person days)	Professional Fees <i>[please insert currency]</i>	Other Costs <i>[please insert currency]</i>	Total <i>[please insert currency]</i>
Deliverable 1: Kick-off meeting with the CEC and the Project				
Deliverable 2: Communication Strategy and Plan				
Deliverable 3: Technical assistance and strategic communication consultancy				
Deliverable 4: Contingency communication plan				
Deliverable 5: Production and logistics preparation				
Deliverable 6: Strategy Implementation				
Deliverable 7: Social Media Manager monthly subscription service				
Deliverable 8: Monitoring and reporting on campaign impact				
Deliverable 9: Final Report on assignment				
Total Amount of Financial Proposal				



FORM L: PROPOSAL SECURITY

**Proposal Security must be issued using the official letterhead of the Issuing Bank.
Except for indicated fields, no changes may be made on this template.**

Beneficiary: Insert contact information for procuring organisation as provided in Section 3: Data Sheet.
RFP Reference: Click or tap here to enter text.

WHEREAS (hereinafter called “the Proposer”) has submitted a Proposal to UNDP dated Click or tap to enter a date. to execute services Click or tap here to enter text. (hereinafter called “the Proposal”):

AND WHEREAS it has been stipulated by you that the Proposer shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security if the Proposer:

- a) Fails to sign the Contract after UNDP has awarded it;
- b) Withdraws its Proposal after the date of the opening of the Proposals;
- c) Fails to comply with UNDP’s variation of requirement, as per RFP instructions; or
- d) Fails to furnish Performance Security, insurances, or other documents that UNDP may require as a condition to rendering the contract effective.

AND WHEREAS we have agreed to give the Proposer such Bank Guarantee:

NOW THEREFORE we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Proposer, up to a total of *[amount of guarantee] [in words and numbers]*, such sum being payable in the types and proportions of currencies in which the Price Proposal is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of guarantee as aforesaid]* without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

This guarantee shall be valid up to 30 days after the final date of validity of proposals.

SIGNATURE AND SEAL OF THE GUARANTOR BANK

Signature: _____

Name: _____

Title: _____

Date: _____

Name of Bank _____

Address _____

[Stamp with official stamp of the Bank]