



RFP25/03009: Development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections.

United Nations Development Programme, through its **"Strengthening Democratic Resilience in Moldova" (EDMITE III) Project** hereby invites prospective proposers to submit a proposal in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP).

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

- Section 1: This Letter of Invitation
 - Section 2: Instruction to Proposers
 - Section 3: Data Sheet
 - Section 4: Evaluation Criteria
 - Section 5: Terms of Reference
 - Section 6: Conditions of Contract and Contract Forms
 - Section 7: Proposal Forms
-
- Form A: Proposal Confirmation
 - Form B: Checklist
 - Form C: Technical Proposal Submission
 - Form D: Proposer Information
 - Form E: Joint Venture/Consortium/Association Information
 - Form F: Eligibility and Qualification
 - Form G: Format for Technical Proposal
 - Form H: Format for CV of proposed key personnel
 - Form I: Statement of Exclusivity and Availability
 - Form J: Financial Proposal Submission
 - Form K: Format for Financial Proposal
 - 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).

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





Table of Contents

1 Overview.....5

 1.1 General Information.....5

 1.2 Tender Timeline.....7

 1.3 Response Rules.....7

 1.4 Terms.....8

2 Requirements.....9

 2.1 Section 1. General Provisions.....9

 2.2 Section 2. Evaluation Criteria - Preliminary Examination.....10

 2.3 Section 3. Evaluation Criteria - Minimum Eligibility.....12

 2.4 Section 4. Evaluation Criteria - Qualification13

 2.5 Section 5. Technical Evaluation Criteria15

 2.6 Section 6. Financial Evaluation.....25

 2.7 Section I-1.25

 2.8 Section I-2.26

 2.9 Section I-3.26

3 Lines.....27

 3.1 Line Information.....27



1 Overview

1.1 General Information

Title	RFP25/03009:EDMITE/Awareness raising and mobilisation campaign for the CEC
Contact Point	Procurement Unit
Outcome	
Two Stage Evaluation	Yes
E-Mail	sc.md@undp.org
Reference Number	RFP25/03009
Beneficiary Country	MDA
Introduction	

RFP25/03009: Development and implementation of an awareness raising and mobilisation campaign for the CEC in the context of the 2025 Parliamentary Elections.

United Nations Development Programme, through its "**Strengthening Democratic Resilience in Moldova**" (EDMITE III) Project hereby invites prospective proposers to submit a proposal in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP).

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

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



- Section 7: Proposal Forms

- Form A: Proposal Confirmation
- Form B: Checklist
- Form C: Technical Proposal Submission
- Form D: Proposer Information
- Form E: Joint Venture/Consortium/Association Information
- Form F: Eligibility and Qualification
- Form G: Format for Technical Proposal
- Form H: Format for CV of proposed key personnel
- Form I: Statement of Exclusivity and Availability
- Form J: Financial Proposal Submission
- Form K: Format for Financial Proposal
- 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).

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

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

1.2 Tender Timeline

Preview Date	
Open Date	17/04/25 14:37 PM
Close Date	15/05/25 13:30 PM
Time Zone	Coordinated Universal Time

1.3 Response Rules



This negotiation is governed by all the rules displayed below.

	Rule
--	-------------

1.4 Terms

Negotiation Currency USD

Eligible Response Currencies

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

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

2 Requirements

**Response is required*

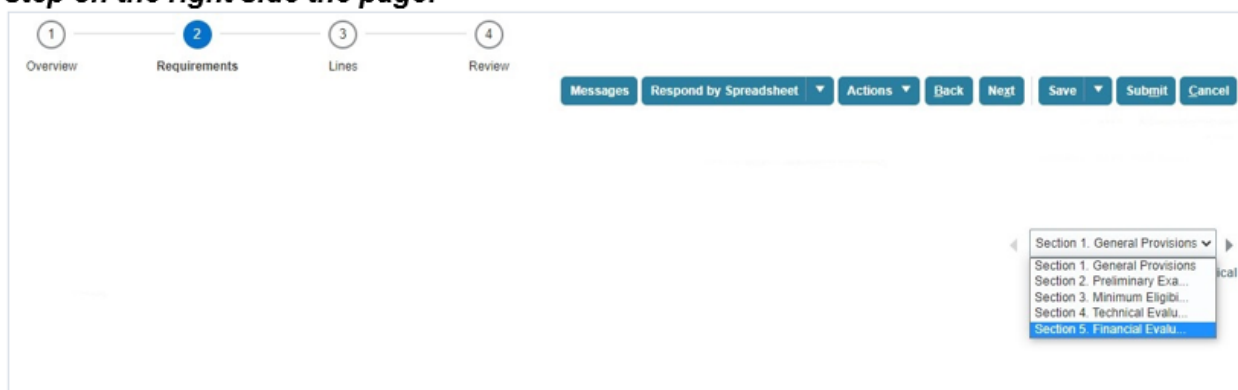
Dear supplier,

Please carefully review the requirements and questions in this section.

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

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

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



2.1 Section 1. General Provisions

*1. General Instructions to Proposers

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

Target: Confirm acceptance of instructions and provisions of this tender

*2. Bid Data Sheet

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

Target: Have read and understood provisions in BDS

3. Criteria for Evaluation and Contract Award

Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively. The minimum technical score required to pass is 70%.

Technical Proposal (70%)

- Bidder's Qualification, Capacity and Experience



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

Financial Proposal (30%)

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

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

2.2 Section 2. Evaluation Criteria - Preliminary Examination

***1. General Conditions of Contract**

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

Target: Accept General Conditions of Contract.

***2. Proposal Validity**

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

Target: Accept Proposal Validity Conditions.

***3. Proposal Forms**

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

Target: Proposal Forms Submitted

***4. Proposal Security Form**

Please include a scanned copy of Proposal Security Form in online submission and present the original not later than 10 (ten) days after the submission deadline at the address indicated in Section 3: Data Sheet.

Target: Proposal Security Form

***5. Company profile**

Please provide a 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.

Target: Company profile provided

***6. Legal documents**

Please provide Certificate of Incorporation/ Business Registration.

Target: Legal documents provided

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

Please provide the List of Shareholders and Other Entities Financially Interested in the Firm owning 5% or more of the stocks and other interests, or its equivalent if Bidder is not a corporation including the Certificate from State Register



Response attachments are optional.

***8. TaxRegistration/Payment Certificate**

Please provide 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

9. Official Letter of Appointment

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

Response attachments are optional.

***10. Financial Statement**

Please provide the 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)

Target: Financial Statements provided

***11. Statement of Satisfactory Performance**

Please provide 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.

Target: Statement of Satisfactory Performance provided

12. Copy of preliminary Agreement

Please upload a Copy of preliminary Agreement in case of Consortium

Response attachments are optional.

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

Please provide a detailed description of the Methodology, Approach, and Implementation Plan (sequence of actions) for the services required in the ToR, with clear distribution of roles and responsibilities of the proposed key personnel. The methodology shall provide a clear, organized, and strategic approach to how the campaign will be planned, executed, and evaluated.

Target: Methodology, Approach and Implementation Plan provided

***14. Copies of contracts**

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

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

Please provide list of qualified key personnel, together with CVs and Statements of Exclusivity and Availability (signed by the envisaged person) of the Key personnel (mentioned under Section 5: TOR), including experience relevant to the required skills

Target: CVs and Statements of Exclusivity and Availability provided

16. Environmental Compliance Certificates

Please provide 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.)

Response attachments are optional.



2.3 Section 3. Evaluation Criteria - Minimum Eligibility

1. Evaluation Criteria - Minimum Eligibility

Eligibility will be evaluated on "Pass"/"Fail" basis.
If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

Eligibility Criteria

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, in not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future	Form C: Technical Proposal Submission



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

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

2.4 Section 4. Evaluation Criteria - Qualification

1. Evaluation Criteria - Qualification

Qualification will be evaluated on "Pass"/"Fail" basis.
If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

Qualifications Criteria

Qualification Criteria	Documents to establish compliance
History of non-performing contracts [1] :Non-performance of a contract did not occur as a result of contractor default within the last 3 years .	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 companyshould 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	Form F: Eligibility and Qualification



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>	
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> <p><i>(For JV/Consortium/Association, all Parties should meet requirement).</i></p>	Duly signed CVs and Statements of Exclusivity and Availability, including any other supporting documents, attached to Form G: Format for Technical Proposal.
Financial Standing	
Liquidity: The Ratio Average current assets / Current liabilities over the last 3 (three) years must be equal or greater than 1.	Copy of audited financial statements for the last 3



<p>Proposers must include in their Proposal audited balance sheets cover the last 3 (three) years. <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' 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. (For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	<p>(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. <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>

^[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.

***2. Compliance with Minimum Qualification Criteria**

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

2.5 Section 5. Technical Evaluation Criteria

1. Technical Evaluation Criteria



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

Summary of Technical Proposal Evaluation Forms

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	Reputation of Organization and Staff Credibility / Reliability / Industry Standing <ul style="list-style-type: none">• limited limited recognition with unclear reputation and track records – 0 pts;• reputable reputable organization with a strong, well-documented track records and recognized	30

	expertise 30 pts.)	
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 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) • Average 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.) 	60
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 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 Minimum 3 (three) finalized contracts of similar size and complexity, each involving a combination of services such as communication strategy development, 	180



	<p>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.);</p> <ul style="list-style-type: none">• 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.).	
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	30



	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.).	
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	90

	<p>conceptual framework requires some adjustments to fully 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 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	Does the proposal demonstrate good and logical distribution of roles in the team, including distribution per person-days' involvement? • 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	10	

	Administration, Communications, or a related field (Bachelor's degree – 5 pts., Master's degree – 10 pts.)		
	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		
	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	
			40
6	Event Manager		
	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	
			30

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	30
	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	
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	30
	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	
Total Section 3			300

2.6 Section 6. Financial Evaluation

*1. Financial Proposal

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

Target: Cost breakdown provided

2.7 Section I-1.



2.8 Section I-2.

2.9 Section I-3.



3 Lines

Instructions

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

The inclusion of any financial information in the Technical Proposal (Forms A-I) shall lead to disqualification of the Proposer.

The Financial Proposal should align with the requirements of the Terms of Reference and the proposer's Technical Proposal.

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

3.1 Line Information

Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
1-Deliverable 1: Kick-off meeting with the CEC and the Project	83121700						
2-Deliverable 2: Communication Strategy and Plan	83121700						
3-Deliverable 3: Technical assistance and strategic communication consultancy	83121700						
4-Deliverable 4: Contingency communication plan	83121700						
5-Deliverable 5: Production and logistics preparation	83121700						



Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
6-Deliverable 6: Strategy Implementation	83121700						
7-Deliverable 7: Social Media Manager monthly subscription service	83121700						
8-Deliverable 8: Monitoring and reporting on campaign impact	83121700						
9-Deliverable 9: Final Report on assignment	83121700						