



**RFP25/03108: Provision of services for Cultural Heritage objects promotion**

United Nations Development Programme, hereinafter referred to as UNDP, through "**European Union-Confidence Building Measures Programme (EU- CBM VI)**" **Project**, hereby invites prospective proposers to submit a proposal for **Provision of services for Cultural Heritage objects promotion** in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP) no. **RFP25/03108**.

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

Section 1: This Letter of Invitation

Section 2: Instruction to Proposers

Section 3: Data Sheet

Section 4: Evaluation Criteria

Section 5: Terms of Reference

Section 6: Conditions of Contract and Contract Forms

Section 7: Proposal Forms

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



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

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

Should you be interested to submit a proposal, please log in to the Quantum NextGenERP supplier portal and subscribe to this tender following the instructions in the system user guide. Please search for the tender using search filters, namely **Negotiation ID: UNDP-MDA-00812**. Once subscribed to the tender, you will be able to receive notifications in case of amendments of the tender document and requirements.

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

Offers must be submitted directly in the Quantum NextGenERP supplier portal following this link: <http://supplier.quantum.partneragencies.org/> using the profile you may have in the portal (please log in using your username and password). In case you have never registered before, follow the link: <https://estm.fa.em2.oraclecloud.com/fscmUI/redwood/supplier-registration/register-supplier/register-supplier-verification?id=TUW16eK6qsD94MNMxATNMoYCOHny7FmchTkUZsdOqrAW4sy6L5xSAB033Q%3D%3D>

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

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

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

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



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

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

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

We look forward to receiving your proposal.

UNDP Moldova



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1 Overview

1.1 General Information

Title	RFP25/03108: CBM/ Provision of services for Cultural Heritage objects promotion
E-Mail	sc.md@undp.org
Financial Offer Sealed	Yes
Reference Number	PRC0144296/RFP25/03108
Beneficiary Country	MDA
Introduction	<b><u>RFP25/03108:</u> Provision of services for Cultural Heritage objects promotion</b>

United Nations Development Programme, hereinafter referred to as UNDP, through "**European Union-Confidence Building Measures Programme (EU- CBM VI)" Project**, hereby invites prospective proposers to submit a proposal for **Provision of services for Cultural Heritage objects promotion** in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP) no. **RfP25/03108**.

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Section 4: Evaluation Criteria



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#### Section 7: Proposal Forms

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[//estm.fa.em2.oraclecloud.com/fscmUI/redwood/supplier-registration/register-supplier/register-supplier-verification?id=TUW16eK6qsD94MNMxATNMoyCOHny7FmchTkUZsdOqrAW4sy6L5xSAB033Q%3D%3D](https://estm.fa.em2.oraclecloud.com/fscmUI/redwood/supplier-registration/register-supplier/register-supplier-verification?id=TUW16eK6qsD94MNMxATNMoyCOHny7FmchTkUZsdOqrAW4sy6L5xSAB033Q%3D%3D)

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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-envelope process. Financial proposals will be opened and evaluated only for offers that qualify from the technical evaluation.**

**1.2 Tender Timeline**

**Open Date** 03/09/25 20:32 PM  
**Close Date** 25/09/25 13:30 PM  
**Time Zone** Coordinated Universal Time

**1.3 Terms**

**Negotiation Currency** USD (US Dollar)

**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

**1.4 Attachments**

File Name or URL	Type	Description
Proposal Forms	File	
Request for Proposals	File	
User Guides	File	

Note: The attachments above are part of general attachments to this Tender. There may be more attachments uploaded with requirement or price schedule. All attachments can be accessed from the portal directly



## 2 PART: TENDER REQUIREMENT AND EVALUATION CRITERIA

*\*Response is required*

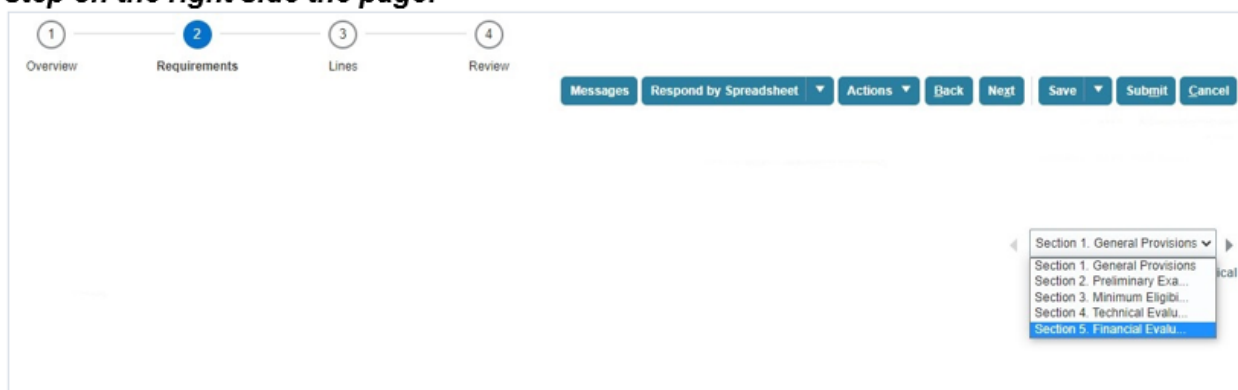
**Dear supplier,**

**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?

### **\*2. Proposal Validity**

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

### **\*3. Proposal Forms**

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

### **\*4. 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.

### **\*5. Legal documents**

Please provide Certificate of Incorporation/ Business Registration.

### **6. 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.*

### **7. Official Letter of Appointment or Power of Attorney**

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

*Response attachments are optional.*

### **\*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. 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 (2022-2024)

*Target: Financial Statements provided*

**\*10. Statement of Satisfactory Performance**

Please provide the Statements of Satisfactory Performance (references) from the Top three 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 3 (three) years, by each intended participant

*Target: Statement of Satisfactory Performance provided*

**11. Copy of preliminary Agreement**

Please upload a Copy of preliminary Agreement in case of Consortium

*Response attachments are optional.*

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

Please provide a detailed description of the Methodology, Approach and Implementation Plan (sequence of actions) for the services required in the ToR, with clear distribution of roles and responsibilities of the proposed key personnel. The methodology shall include item-by-item commentary on Components requirements, demonstrating the substantial responsiveness of the proposal to the requirements

*Target: Methodology, Approach and Implementation Plan provided*

**\*13. Copies of contracts**

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

**\*14. 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 4: Evaluation Criteria), including experience relevant to the required skills

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

**15. 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.)

## **2.3 Section 3. Evaluation Criteria - Minimum Eligibility**

**1. Evaluation Criteria - Minimum Eligibility**

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

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

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

## \*2. Compliance with Minimum Eligibility Criteria

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

## 2.4 Section 4. Evaluation Criteria - Qualification

1.

### Evaluation Criteria - Qualification

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

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



Qualification Criteria	Documents to establish compliance
<b>History of non-performing contracts [1]:</b> Non-performance of a contract did not occur as a result of contractor default within the last 3 years.	Form F: Eligibility and Qualification
<b>Litigation History:</b> No consistent history of court/arbitral award decisions against the Proposer for the last 3 years.	Form F: Eligibility and Qualification
<b>Previous Experience</b>	
Minimum of 5 (five) years of relevant experience in promotion, communication and advertising  <i>(For JV/Consortium/Association, the <b>Lead Partner</b> should meet requirement).</i>	Form F: Eligibility and Qualification
Minimum 3 (three) social-cultural events or related activities implemented over the last five (5) years.  <i>(For JV/Consortium/Association, <b>all Parties</b> cumulatively should meet requirement).</i>	Form F: Eligibility and Qualification
<b>Minimum Key Personnel</b>	
The minimum personnel mandatory for the implementation of the contract: <ul style="list-style-type: none"><li>• 1 (one) Team leader</li><li>• 1 (one) Creative director</li><li>• 1 (one) Communications/PR specialist/ Social Media consultant</li></ul> <i>Please note: The above listed roles can be cumulated by certain team members, but not more</i>	Duly signed CVs and Statements of Exclusivity and Availability, including any other supporting documents, attached to Form H: Format for CV of proposed Key Personnel

<p><i>than two roles per team member, clarifying in the Methodology the reasoning for such approach and distribution of tasks.</i></p> <p><i>Any additional staff should be included in the financial proposal under <u>Other staff</u> but will not be evaluated technically.</i></p> <p><b>Project Team Leader minimal requirements:</b></p> <ul style="list-style-type: none"> <li>· At least 5 years of working experience in event and creative services.</li> </ul> <p><i>(For JV/Consortium/Association, <b>all Parties</b> cumulatively should meet requirement).</i></p>	
<p><b>Financial Standing</b></p>	
<p><b>Turnover:</b> Proposers should have average annual sales turnover of minimum 100,000 USD for the last 3 (three) years (2022 – 2024).</p> <p><i>(For JV/Consortium/Association, <b>all Parties</b> cumulatively should meet requirement).</i></p>	<p>Copy of audited financial statements for the last 3 (three) years.</p> <p>FormF:Eligibilityand Qualification</p>
<p>Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability.</p> <p>UNDP will check the financial accounts to compute the current ratio (CR).</p> <p>If CR is less than 1: UNDP shall verify financial capacity of the bidder and has the authority to seek references from concerned parties &amp; 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 the bidder is not financially capable and/or had serious financial problems.</p>	<p>Copy of audited financial statements for the last 3 (three) years.</p> <p>FormF:Eligibility and Qualification</p>



Status of current commitments will also be requested from bidders in order to analyze their current administrative and financial capacity to duly implement the contract to be signed after this procurement and associated risk considering those commitments. In this regard, information such as subject matter of the contract, it's value, implementation period, percentage of the works completed, and full-time key technical personnel dedicated to the work may be requested	
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[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 section		Points obtainable
1	Proposer's qualification, capacity and experience	260

2	Proposed methodology, approach and implementation plan	360
3	Management structure and key personnel	380
<b>Total</b>		<b>1000</b>

<b>Section 1. Proposer's Qualification, Capacity and Experience</b>		<b>Points obtainable</b>
1.1	<p>Reputation of Organization and Staff Credibility / Reliability / Industry Standing:</p> <ul style="list-style-type: none"> <li>• The company is a well-known market player with a good standing – 20 pts</li> <li>• The company is well-known but lacks a good standing in the field – 10 pts</li> <li>• The company has poor reputation and lacks a good standing in the field – 0 pts</li> </ul>	20
1.2	<p>General Organizational Capability which is likely to affect implementation:</p> <ul style="list-style-type: none"> <li>• Age of the legal entity (promotion, communication and advertising experience) ( years –0 pts, 5 years – 10 pts, &gt;5 years – 5 pts for each additional year). <i>Up to maximum 30 pts;</i></li> <li>• Project management controls (organigram) and approved internal HR procedures (10 pts).</li> </ul>	40
1.3	<p>Relevance of specialized knowledge and experience on similar engagements:</p> <ul style="list-style-type: none"> <li>• Minimum five (5) years of experience in promotion, communication and advertising (5 years – 15 pts, 5 pts for each additional year). <i>Up to maximum 40 pts;</i></li> </ul>	180



	<ul style="list-style-type: none"> <li>• Experience in video production ( projects – 0 pts, 3 projects – 30 pts, 10 pts for each additional project). <i>Up to maximum 40 pts;</i></li> <li>• At least (3) three social-cultural events (projects) implemented ( projects – 0 pts, 3 projects – 20 pts, 10 pts for each additional project). Up to maximum 50 pts;</li> <li>• Experience in planning, execution, and management of artistic initiatives/ceremonies ( projects – 0 pts, 2 projects – 10 pts, 5 pts for each additional project). <i>Up to maximum 20 pts;</i></li> <li>• Experience in developing merchandising production ( projects – 0 pts, 4 projects – 10 pts, 5 pts for each additional project). <i>Up to maximum 20 pts;</i></li> <li>• Experience of working with UNDP/UN Agencies/projects/EU funded projects (if no – 0 pts, 1 project – 5 pts, 2 pts for each additional project). <i>Up to maximum 10 pts.</i></li> </ul>	
1.4	<p>Organisation Commitment to Sustainability:</p> <ul style="list-style-type: none"> <li>• Organisation is compliant with ISO 9001 or equivalent – 5 points</li> <li>• Organisation is a member of the UN Global Compact – 5 points</li> <li>• Organization demonstrates significant commitment to sustainability through some other means – 10 points, 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)</li> </ul>	20
<b>Total Section 1</b>		<b>260</b>

Section 2. Proposed Methodology, Approach and Implementation plan		Poin ts obta inabl e
2.1	<p>To what degree does the Proposer understand the task?</p> <ul style="list-style-type: none"> <li>• the Proposer has full understanding of the assignment. The proposed approach and methodology fully demonstrate responsiveness to the ToR – 47 to 80 pts</li> <li>• the Proposer has satisfactory understanding of the assignment. The proposed approach and methodology correspond to the ToR but require some adjustments to properly address all the tasks – 11 to 46 pts</li> <li>• the Proposer has no and/or limited understanding of the assignment. The proposed approach and methodology don't correspond to the ToR and require major adjustments to properly address the tasks – 0 to 10 pts</li> </ul>	80
2.2	<p>Have the important aspects of the task been addressed in sufficient detail?</p> <ul style="list-style-type: none"> <li>• the important aspects of the task have been addressed in sufficient detail in a manner which does not require any further clarification on the proposed approach – 47 to 80 pts</li> <li>• the important aspects of the task have been addressed in a manner which requires some clarification on the proposed approach – 11 to 46 pts</li> <li>• the important aspects of the task have not been addressed in sufficient detail and require major clarification on the proposed approach – 0 to 10 pts</li> </ul>	80
2.3	<p>Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation of the project?</p> <ul style="list-style-type: none"> <li>• the implementation plan is clear, well-structured with a defined and realistic sequence of activities, which promises efficient implementation of the assignment – 47 to 80 pts</li> <li>• the implementation plan is clear, well-structured with a</li> </ul>	80



	<div>- 11 to 46 pts</div> <div><div>• the implementation plan is not well structured and doesn't present a clear sequence of activities - 0 to 10 pts</div></div>	
2.4	<div>Is the adopted conceptual framework appropriate for the task?</div> <div><div>• the presented conceptual framework is appropriate for the assignment, all important aspects being fully described, and requirements addressed - 47 to 80 pts</div><div>• the presented conceptual framework requires some adjustments to fully incorporate all aspects and requirements of the assignment - 11 to 46 pts</div><div>• the presented conceptual framework requires major adjustments to address all the aspects and requirements of the assignment - 0 to 10 pts</div></div>	80
2.5	<div>Were any quality assurance, risk mitigation measures procedures and warranty proposed?</div> <div><div>• clearly described mechanism/existing proven certification - 16 to 40 pts</div><div>• up to some extent description - 0 to 15 pts</div><div>• no - 0 pts</div></div>	40
Total Section 2		360

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Team leader		
	University degree in economics, Business, Design, Arts, Marketing, Journalism, Communications or other relevant field ( <i>no - 0 pts, yes - 10 pts</i> )	10	140

	At least 5 years of relevant professional experience (expertise, management position, consultancy, advising, etc.) in marketing, communications, brand development, advertising ( years – 0 pts, 5 years – 30 pts, each additional year – 5 pts) Up to maximum 60 pts.	60	
	Experience in organizing and managing at least 3 projects of complex promotion activities ( projects – 0 pts, 3 projects – 25 pts, each additional project – 5 pts) Up to maximum 45 pts.  <b>Evidence: portfolio of relevant projects implemented must be presented together with candidate's CV.</b>	45	
	Experience working with UNDP/UN Agencies/donor funded/EU projects (if no – 0 pts, 1 project – 5 pts, each additional project – 2.5 pt)	10	
	Language Qualifications (proficiency in Romanian, English, Russian – 5 pts each language)	15	
3.2	<b>Creative director</b>		
	University degree in design, Arts, Marketing, Journalism, Communications or other relevant field (no – 0 pts, yes – 10 pts)	10	
	At least 5 years of practical experience in developing and design of various communication products (banners, publications, visibility materials) ( years – 0 pts, 5 years – 35 pts, each	50	115

	additional year – 5 pts) Up to maximum 50 pts.		
	At least 3 communications/ promotion campaigns developed/ implemented or supervised ( campaigns – 0 pts, 3 campaigns – 30 pts, each additional campaign – 5 pts) Up to maximum 40 pts.  <b>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</b>	40	
	Language Qualifications (proficiency in Romanian, English, Russian – 5 pts each language)	15	
3.3	<b>Communications/PR specialist/Social Media consultant</b>		
	University Degree in Communications, Journalism, Marketing or other relevant field (no – 0 pts, yes – 10 pts)	10	
	At least 5 years of professional experience in Public Relations and/or Communications and/or Social Media ( years – 0 pts, 5 years – 40 pts, each additional year – 5 pts) Up to maximum 60 pts.	60	
	At least 5 communications/ promotion campaigns developed/ implemented ( campaigns – 0 pts, 5 campaigns – 25 pts, each additional campaign – 5 pts) Up to maximum 40 pts.	40	125



	<i>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</i>		
	Language Qualifications (proficiency in Romanian, English, Russian – 5 pts each language)	15	
Total Section 3			380

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 PART: Schedule of Requirement and Price Schedule

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 (these forms shall be duly uploaded under the Commercial Section 6 in "Requirements"). The inclusion of any financial information in the Technical Proposal (Forms A-I) shall lead to disqualification of the Proposer.*

*Additionally, the Proposer shall complete the item line pricing below including the total proposal amount.*

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

*The proposer shall select the applicable currency of proposal: MDL (Moldovan Leu) for local suppliers and USD (US Dollars) for international suppliers.*

3.1 Line Information

Line Description	Category	Item	UOM	Requested Quantity	Unit Price	Total Price	Additional Attributes
1-Inception report containing deliverables from Task 1	Advertisin g agency services						
2-First progress report containing deliverables from Task 2	Advertisin g agency services						
3-Second progress report containing deliverables from Task 3	Advertisin g agency services						



Line Description	Category	Item	UOM	Requested Quantity	Unit Price	Total Price	Additional Attributes
4-Third progress report containing deliverables from Task 4	Advertising agency services						
5-Fourth progress report containing deliverables from Task 5	Advertising agency services						
6-Fifth progress report containing deliverables from Task 6	Advertising agency services						
7-Final report of all activities containing deliverables from Task 7	Advertising agency services						

\*For Additional Attributes of lines, please review the negotiation lines from supplier portal.