

*United Nations Development Programme*



# REQUEST FOR PROPOSAL

**EU4MD/ Brand Promotion for Cahul and Ungheni Regions**

RFP No.: **21/02343**

Project: **EU4Moldova: Focal regions**

Country: **Moldova, Republic of**

Issued on: **23 August 2021**

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## Section 1. Letter of Invitation

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The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal (RFP) for the above-referenced subject.

This RFP includes the following documents and the General Terms and Conditions of Contract which is inserted in the Bid Data Sheet (BDS):

- Section 1: This Letter of Invitation
- Section 2: Instruction to Bidders
- Section 3: Bid Data Sheet (BDS)
- Section 4: Evaluation Criteria
- Section 5: Terms of Reference
- Section 6: Returnable Bidding Forms
  - o Form A: Technical Proposal Submission Form
  - o Form B: Bidder Information Form
  - o Form C: Joint Venture/Consortium/Association Information Form
  - o Form D: Qualification Form
  - o Form E: Format of Technical Proposal
  - o Form F: Financial Proposal Submission Form
  - o Form G: Financial Proposal Form

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 Bid Data Sheet.

Please acknowledge receipt of this RFP by sending an email to [liliana.caterov@undp.org](mailto:liliana.caterov@undp.org), indicating whether you intend to submit a Proposal or otherwise. You may also utilize the "Accept Invitation" function in e-Tendering system, where applicable. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications, kindly communicate with the contact person/s identified in the attached Bid Data Sheet as the focal point for queries on this RFP.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Issued by:

*Victoria Josan*

Name: Victoria JOSAN

Title: Procurement Assistant

Date: **August 23, 2021**

Approved by:

*Denis Suschevici*

Name: Denis SUSCHEVICI

Title: Head of Procurement

Date: **August 23, 2021**

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## Section 2. Instruction to Bidders

A. GENERAL PROVISIONS	
1. Introduction	<p>1.1 Bidders shall adhere to all the requirements of this RFP, including any amendments in writing by UNDP. This RFP is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement which can be accessed at <a href="https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d">https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d</a></p> <p>1.2 Any Proposal submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Proposal by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFP.</p> <p>1.3 As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (<a href="http://www.ungm.org">www.ungm.org</a>). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
2. Fraud & Corruption, Gifts and Hospitality	<p>2.1 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 <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</a></p> <p>2.2 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>2.3 In pursuance of this policy, UNDP  (a) Shall reject a proposal if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question;  (b) Shall declare a vendor ineligible, either indefinitely or for a stated period of time, 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.</p> <p>2.4 All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at <a href="http://www.un.org/depts/ptd/pdf/conduct_english.pdf">http://www.un.org/depts/ptd/pdf/conduct_english.pdf</a></p>
3. Eligibility	<p>3.1 A vendor should not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations.</p> <p>3.2 It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees</p>

	meet the eligibility requirements as established by UNDP.
4. Conflict of Interests	<p>4.1 Bidders must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:</p> <ul style="list-style-type: none"> <li>a) Are or have been associated in the past, with a firm or any of its affiliates which have been engaged by UNDP to provide 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 goods and services in this selection process;</li> <li>b) Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or</li> <li>c) Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP.</li> </ul> <p>4.2 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>4.3 Similarly, the Bidders must disclose in their proposal their knowledge of the following:</p> <ul style="list-style-type: none"> <li>a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and</li> <li>b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.</li> </ul> <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>4.4 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>
<b>B. PREPARATION OF PROPOSALS</b>	
5. General Considerations	<p>5.1 In preparing the Proposal, the Bidder is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p> <p>5.2 The Bidder will not be permitted to take advantage of any errors or omissions in the RFP. Should such errors or omissions be discovered, the Bidder must notify the UNDP</p>
6. Cost of Preparation of Proposal	<p>6.1 The Bidder shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>

7. Language	7.1 The Proposal, as well as any and all related correspondence exchanged by the Bidder and UNDP, shall be written in the language (s) specified in the BDS.
8. Documents Comprising the Proposal	8.1 The Proposal shall comprise of the following documents: a) Documents Establishing the Eligibility and Qualifications of the Bidder; b) Technical Proposal; c) Financial Proposal; d) Proposal Security, if required by BDS; e) Any attachments and/or appendices to the Proposal.
9. Documents Establishing the Eligibility and Qualifications of the Bidder	9.1 The Bidder shall furnish documentary evidence of its status as an eligible and qualified vendor, using the Forms provided under Section 6 and providing documents required in those forms. In order to award a contract to a Bidder, its qualifications must be documented to UNDP's satisfaction.
10. Technical Proposal Format and Content	10.1 The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP. 10.2 The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive. 10.3 Samples of items, when required as per Section 5, shall be provided within the time specified and unless otherwise specified by UNDP, and at no expense to UNDP 10.4 When applicable and required as per Section 5, the Bidder shall describe the necessary training programme available for the maintenance and operation of the services and/or equipment offered as well as the cost to the UNDP. Unless otherwise specified, such training as well as training materials shall be provided in the language of the Bid as specified in the BDS.
11. Financial Proposals	11.1 The Financial Proposal shall be prepared using the Standard Form provided in Section 6 of the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs. 11.2 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. 11.3 Prices and other financial information must not be disclosed in any other place except in the financial proposal.
12. Proposal Security	12.1 A Proposal Security, if required by BDS, shall be provided in the amount and form indicated in the BDS. The Proposal Security shall be valid up to thirty (30) days after the final date of validity of the Proposal. 12.2 The Proposal Security shall be included along with the Technical Proposal. If Proposal Security is required by the RFP but is not found along with the Technical Proposal, the Proposal shall be rejected. 12.3 If the Proposal Security amount or its validity period is found to be less than what is required by UNDP, UNDP shall reject the Proposal.

	<p>12.4 In the event an electronic submission is allowed in the BDS, Bidders shall include a copy of the Bid Security in their proposal and the original of the Proposal Security must be sent via courier or hand delivery as per the instructions in BDS.</p> <p>12.5 The Proposal Security may be forfeited by UNDP, and the Proposal rejected, in the event of any one or combination, of the following conditions:</p> <ul style="list-style-type: none"> <li>a) If the Bidder withdraws its offer during the period of the Proposal Validity specified in the BDS, or;</li> <li>b) In the event that the successful Bidder fails: <ul style="list-style-type: none"> <li>i. to sign the Contract after UNDP has issued an award; or</li> </ul> </li> </ul> <p>12.6 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 Bidder.</p>
13. Currencies	<p>13.1 All prices shall be quoted in the currency or currencies indicated in the BDS. Where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:</p> <ul style="list-style-type: none"> <li>a) UNDP will convert the currency quoted in the Proposal into the UNDP preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and</li> <li>b) In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in the BDS, UNDP shall reserve the right to award the contract in the currency of UNDP's preference, using the conversion method specified above.</li> </ul>
14. Joint Venture, Consortium or Association	<p>14.1 If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that: (i) 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, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.</p> <p>14.2 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>14.3 The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.</p> <p>14.4 The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity 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>14.5 A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:</p>



	<p>a) Those that were undertaken together by the JV, Consortium or Association; and</p> <p>b) Those that were undertaken by the individual entities of the JV, Consortium or Association.</p> <p>14.6 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>14.7 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>
15.Only One Proposal	<p>15.1 The Bidder (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.</p> <p>15.2 Proposals submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> <li>a) they have at least one controlling partner, director or shareholder in common; or</li> <li>b) any one of them receive or have received any direct or indirect subsidy from the other/s; or</li> <li>c) they have the same legal representative for purposes of this RFP; or</li> <li>d) 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 Bidder regarding this RFP process;</li> <li>e) they are subcontractors to each other's Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Bidder; or</li> <li>f) some key personnel proposed to be in the team of one Bidder 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.</li> </ul>
16.Proposal Validity Period	<p>16.1 Proposals shall remain valid for the period specified in the BDS, commencing on the Deadline for Submission of Proposals. A Proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.</p> <p>16.2 During the Proposal validity period, the Bidder shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price.</p>
17.Extension of Proposal Validity Period	<p>17.1 In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request Bidders 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>17.2 If the Bidder agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal.</p> <p>17.3 The Bidder has the right to refuse to extend the validity of its Proposal, and in which case, such Proposal will not be further evaluated.</p>

18. Clarification of Proposal	<p>18.1 Bidders may request clarifications on any of the RFP documents no later than the date indicated in the BDS. Any request for clarification must be sent in writing in the manner indicated in the BDS. If inquiries are sent other than specified channel, even if they are sent to a UNDP staff member, UNDP shall have no obligation to respond or confirm that the query was officially received.</p> <p>18.2 UNDP will provide the responses to clarifications through the method specified in the BDS.</p> <p>18.3 UNDP shall endeavor 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>
19. Amendment of Proposals	<p>19.1 At any time prior to the deadline of Proposal submission, UNDP may for any reason, such as in response to a clarification requested by a Bidder, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective bidders.</p> <p>19.2 If the amendment is substantial, UNDP may extend the Deadline for submission of proposal to give the Bidders reasonable time to incorporate the amendment into their Proposals.</p>
20. Alternative Proposals	<p>20.1 Unless otherwise specified in the BDS, alternative proposals shall not be considered. If submission of alternative proposal is allowed by BDS, a Bidder may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. UNDP shall only consider the alternative proposal offered by the Bidder whose conforming proposal ranked the highest as per the specified evaluation method. 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>20.2 If multiple/alternative proposals are being submitted, they must be clearly marked as "Main Proposal" and "Alternative Proposal"</p>
21. Pre-Bid Conference	<p>21.1 When appropriate, a Bidder's conference will be conducted at the date, time and location specified in the BDS. All Bidders are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Bidder. Minutes of the Bidder's conference will be disseminated on the procurement website and shared by email or on the e-Tendering platform as specified in the BDS. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the Minutes of the Bidder's Conference or issued/posted as an amendment to RFP.</p>
C. SUBMISSION AND OPENING OF PROPOSALS	



	<p>a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS;</p> <p>b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled.</p> <p>d) The Financial Proposal file must be encrypted with a password so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive. Failure to provide the correct password may result in the proposal being rejected.</p> <p>c) 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 BDS.</p> <p>d) Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link:  <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/">http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/</a></p>
23. Deadline for Submission of Proposals and Late Proposals	<p>23.1 Complete Proposals must be received by UNDP in the manner, and no later than the date and time, specified in the BDS. UNDP shall only recognize the date and time that the bid was received by UNDP</p> <p>23.2 UNDP shall not consider any Proposal that is submitted after the deadline for the submission of Proposals.</p>
24. Withdrawal, Substitution, and Modification of Proposals	<p>24.1 A Bidder may withdraw, substitute or modify its Proposal after it has been submitted at any time prior to the deadline for submission.</p> <p>24.2 Manual and Email submissions: A bidder may withdraw, substitute or modify its Proposal by sending a written notice to UNDP, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of Attorney). The corresponding substitution or modification of the Proposal, if any, must accompany the respective written notice. All notices must be submitted in the same manner as specified for submission of proposals, by clearly marking them as "WITHDRAWAL" "SUBSTITUTION," or "MODIFICATION"</p> <p>24.3 eTendering: A Bidder may withdraw, substitute or modify its Proposal by Canceling, Editing, and re-submitting the proposal directly in the system. It is the responsibility of the Bidder to properly follow the system instructions, duly edit and submit a substitution or modification of the Proposal as needed. Detailed instructions on how to cancel or modify a Proposal directly in the system are provided in Bidder User Guide and Instructional videos.</p> <p>24.4 Proposals requested to be withdrawn shall be returned unopened to the Bidders (only for manual submissions), except if the bid is withdrawn after the bid has been opened</p>
25. Proposal Opening	<p>25.1 There is no public bid opening for RFPs. UNDP shall open the Proposals in the presence of an ad-hoc committee formed by UNDP, consisting of at least two (2) members. In the case of e-Tendering submission, bidders will receive an automatic notification once their proposal is opened.</p>

D. EVALUATION OF PROPOSALS	
26. Confidentiality	<p>26.1 Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process, even after publication of the contract award.</p> <p>26.2 Any effort by a Bidder or anyone on behalf of the Bidder 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 be subject to the application of prevailing UNDP's vendor sanctions procedures.</p>
27. Evaluation of Proposals	<p>27.1 The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 24 of this RFP. UNDP will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.</p> <p>27.2 Evaluation of proposals is made of the following steps:</p> <ol style="list-style-type: none"> <li>Preliminary Examination</li> <li>Minimum Eligibility and Qualification (if pre-qualification is not done)</li> <li>Evaluation of Technical Proposals</li> <li>Evaluation of Financial Proposals</li> </ol>
28. Preliminary Examination	<p>28.1 UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any Proposal at this stage.</p>
29. Evaluation of Eligibility and Qualification	<p>29.1 Eligibility and Qualification of the Bidder will be evaluated against the Minimum Eligibility/Qualification requirements specified in the Section 4 (Evaluation Criteria).</p> <p>29.2 In general terms, vendors that meet the following criteria may be considered qualified:</p> <ol style="list-style-type: none"> <li>They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list;</li> <li>They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments,</li> <li>They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required;</li> <li>They are able to comply fully with UNDP General Terms and Conditions of Contract;</li> <li>They do not have a consistent history of court/arbitral award decisions against the Bidder; and</li> <li>They have a record of timely and satisfactory performance with their clients.</li> </ol>
30. Evaluation of Technical and Financial Proposals	<p>30.1 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</p>

	<p>specified in the 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 the BDS. When necessary and if stated in the BDS, 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>30.2 In the second stage, only the Financial Proposals of those Bidders who achieve the minimum technical score will be opened for evaluation. The Financial Proposals corresponding to Technical Proposals that were rendered non-responsive shall remain unopened, and, in the case of manual submission, be returned to the Bidder unopened. For emailed Proposals and e-tendering submissions, UNDP will not request for the password of the Financial Proposals of bidders whose Technical Proposal were found not responsive.</p> <p>30.3 The evaluation method that applies for this RFP shall be as indicated in the BDS, 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 Bidders; or (b) the combined scoring method which will be based on a combination of the technical and financial score.</p> <p>30.4 When the BDS specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p style="text-align: center;"><b>TP Rating</b> = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p style="text-align: center;"><b>FP Rating</b> = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p style="text-align: center;"><b>Combined Score</b> = (TP Rating) x (Weight of TP, e.g. 60%) + (FP Rating) x (Weight of FP, e.g., 40%)</p> </div>
31. Due Diligence	<p>31.1 UNDP reserves the right to undertake a due diligence exercise, also called post qualification, aimed at determining to its satisfaction, the validity of the information provided by the Bidder. 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"> <li>a) Verification of accuracy, correctness and authenticity of information provided by the Bidder;</li> <li>b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;</li> <li>c) Inquiry and reference checking with Government entities with jurisdiction on the Bidder, or with previous clients, or any other entity that may have done business with the Bidder;</li> <li>d) Inquiry and reference checking with previous clients on the performance on on-going or contracts completed, including physical inspections of previous works, as necessary;</li> <li>e) Physical inspection of the Bidder's offices, branches or other places where business transpires, with or without notice to the Bidder;</li> <li>f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</li> </ul>

32. Clarification of Proposals	<p>32.1 To assist in the examination, evaluation and comparison of Proposals, UNDP may, at its discretion, ask any Bidder for a clarification of its Proposal.</p> <p>32.2 UNDP's request for clarification and the response shall be in writing and no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNDP in the evaluation of the Proposals, in accordance with RFP.</p> <p>32.3 Any unsolicited clarification submitted by a Bidder 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>
33. Responsiveness of Proposal	<p>33.1 UNDP's determination of a Proposal's responsiveness will 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.</p> <p>33.2 If a Proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.</p>
34. Nonconformities, Reparable Errors and Omissions	<p>34.1 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.</p> <p>34.2 UNDP may request the Bidder to submit the necessary information or documentation, within a reasonable period of time, 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 Bidder to comply with the request may result in the rejection of its Proposal.</p> <p>34.3 For Financial Proposal that has been opened, UNDP shall check and correct arithmetical errors as follows:</p> <ul style="list-style-type: none"> <li>a) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case the line item total as quoted shall govern and the unit price shall be corrected;</li> <li>b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and</li> <li>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</li> </ul> <p>34.4 If the Bidder does not accept the correction of errors made by UNDP, its Proposal shall be rejected.</p>
E. AWARD OF CONTRACT	
35. Right to Accept,	35.1 UNDP reserves the right to accept or reject any Proposal, to render any or all of



Reject, Any or All Proposals	the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Bidder(s) of the grounds for UNDP's action. UNDP shall not be obliged to award the contract to the lowest priced offer.
36.Award Criteria	36.1 Prior to expiration of the proposal validity, UNDP shall award the contract to the qualified Bidder based on the award criteria indicated in the BDS.
37.Debriefing	37.1 In the event that a Bidder is unsuccessful, the Bidder may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the Bidder's submission, in order to assist the Bidder in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the Bidder's submission shall not be discussed.
38.Right to Vary Requirements at the Time of Award	38.1 At the time of award of Contract, UNDP reserves the right to vary the quantity of services and/or goods, 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.
39.Contract Signature	39.1 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 Proposal Security, if any, and on which event, UNDP may award the Contract to the Second Ranked Bidder or call for new Proposals.
40.Contract Type and General Terms and Conditions	40.1 The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in BDS, can be accessed at <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
41.Performance Security	41.1 40.1 A performance security, if required in BDS, shall be provided in the amount specified in BDS and form available at <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default</a> within fifteen (15) days of the contract signature by both parties. Where a performance security is required, the receipt of the performance security by UNDP shall be a condition for rendering the contract effective.
42.Bank Guarantee for Advanced Payment	42.1 Except when the interests of UNDP so require, it is UNDP's preference to make no advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per BDS, and exceeds 20% of the total contract price, or USD 30,000, whichever is less, the Bidder shall submit a Bank Guarantee in the full amount of the advance payment in the form available at <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default</a>
43.Liquidated Damages	43.1 If specified in BDS, UNDP shall apply Liquidated Damages resulting from the Contractor's delays or breach of its obligations as per the Contract.



44.Payment Provisions	<p>44.1 Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be effected by bank transfer in the currency of contract.</p>
45.Vendor Protest	<p>45.1 UNDP's vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a contract through a competitive procurement process. In the event that a Bidder believes that it was not treated fairly, the following link provides further details regarding UNDP vendor protest procedures:</p> <p><a href="http://www.undp.org/content/undp/en/home/procurement/business/protest-and-sanctions.html">http://www.undp.org/content/undp/en/home/procurement/business/protest-and-sanctions.html</a></p>
46.Other Provisions	<p>46.1 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 services, UNDP shall be entitled to same lower price. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.2 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>46.3 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><a href="http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer">http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer</a></p>

## Section 3. Bid Data Sheet

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Request for Proposals. In the case of a conflict between the Instructions to Bidders, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall prevail.

BDS No.	Ref. to Section.2	Data	Specific Instructions / Requirements
1	7	Language of the Proposal	English
2		Submitting Proposals for Parts or sub-parts of the TOR (partial bids)	Not Allowed
3	20	Alternative Proposals	Shall not be considered
4	21	Pre-proposal conference	Will not be conducted
5	10	Proposal Validity Period	90 days
6	14	Bid Security	Not Required
7	41	Advanced Payment upon signing of contract	Not Allowed
8	42	Liquidated Damages	Will be imposed as follows: Percentage of contract price per week of delay: 1%  Max. 10% deduction, after which UNDP may terminate the contract.
9	40	Performance Security	Not Required
10	18	Currency of Proposal	United States Dollar
11	31	Deadline for submitting requests for clarifications/ questions	3 days before the submission deadline
12	31	Contact Details for submitting clarifications/questions	Focal Persons in UNDP: Liliana CATEROV at <a href="mailto:liliana.caterov@undp.org">liliana.caterov@undp.org</a> Victoria Josan at <a href="mailto:victoria.josan@undp.org">victoria.josan@undp.org</a>  Address: #104, Sciusev Street, Chisinau

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13	18, 19 and 21	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	Posted directly to eTendering
14	23	Deadline for Submission	For eTendering submission - as indicated in eTendering system. Notethat system time zone is in EST/EDT (New York) time zone.
15	22	Allowable Manner of Submitting Proposals	<input checked="" type="checkbox"/> e-Tendering
16	22	Proposal Submission Address	<a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a> <u>BU Code MDA10 and Event ID number 0000010178</u>
17	22	Electronic submission (eTendering) requirements	<ul style="list-style-type: none"> <li>▪ Format: PDF files preferably</li> <li>▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>▪ All files must be free of viruses and not corrupted.</li> <li>▪ Password for financial proposal must not be provided to UNDP until requested by UNDP.</li> </ul>
18	27 36	Evaluation Method for the Award of Contract	Combined Scoring Method, using the 60%-40% distribution for technical and financial proposals respectively  The minimum technical score required to pass is 70%.
19		Expected date for commencement of Contract	November 20, 2021
20		Maximum expected duration of contract	9 months
21	35	UNDP will award the contract to:	One Proposer Only
22	39	Type of Contract	Contract for Services for UNDP <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
23	39	UNDP Contract Terms and Conditions that will apply	UNDP General Terms and Conditions for Professional Services  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
24		Other Information Related to the RFP	n/a

## Section 4. Evaluation Criteria

### Preliminary Examination Criteria

Proposals will be examined to determine whether they are complete and submitted in accordance with RFP requirements as per below criteria on a Yes/No basis:

- Appropriate signatures
- Power of Attorney
- Minimum documents provided
- Technical and Financial Proposals submitted separately
- Bid Validity
- Bid Security submitted as per RFP requirements with compliant validity period

### Minimum Eligibility and Qualification Criteria

Eligibility and 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.

Subject	Criteria	Document Submission requirement
<b>ELIGIBILITY</b>		
<b>Legal Status</b>	Vendor is a legally registered entity.	Form B: Bidder Information Form
<b>Eligibility</b>	Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3.	Form A: Technical Proposal Submission Form
<b>Conflict of Interest</b>	No conflicts of interest in accordance with ITB clause 4.	Form A: Technical Proposal Submission Form
<b>Bankruptcy</b>	Not declared bankruptcy, 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 A: Technical Proposal Submission Form
<b>QUALIFICATION</b>		
<b>History of Non-Performing Contracts<sup>1</sup></b>	Non-performance of a contract did not occur as a result of contractor default for the last 3 years.	Form D: Qualification Form

<sup>1</sup> Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or

<b>Litigation History</b>	No consistent history of court/arbitral award decisions against the Bidder for the last 5 years.	Form D: Qualification Form
<b>Minimum Qualification Requirements</b>	Minimum 5 years of experience in brand promotion, marketing, and/or communication.	Form D: Qualification Form
	Minimum 3 complex marketing/communications projects including brand promotion <i>(For JV/Consortium/Association, all the parties cumulatively should meet requirement)</i> .	
	<p>The minimum personnel mandatory for the implementation of the contract:</p> <ul style="list-style-type: none"> <li>• 1 (one) TEAM Leader – Branding Promo Coordinator,</li> <li>• 1 (one) Creative director,</li> <li>• 1 (one) Communications/PR Specialist/Social media consultant</li> </ul>	Attach required documents to Form B: Bidder Information Form
<b>Financial Standing</b>	Minimum average annual turnover of USD 70,000 for the last 3 years.	Form D: Qualification Form
	<p>Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability.</p> <p><i>(For JV/Consortium/Association, the Lead Partner should meet requirement)</i>.</p>	Form D: Qualification Form

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## Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification, capacity and experience	300
2.	Proposed Methodology, Approach and Implementation Plan	200
3.	Management Structure and Key Personnel	500
	<b>TOTAL</b>	<b>1000</b>

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	20
1.2	General Organizational Capability which is likely to affect implementation: <ul style="list-style-type: none"> <li>- At least 5 years' experience in brand promotion, communication and advertising experience (<i>less than 5 years – 0 pts, 5 years - 30 pts, &gt;5 years – 5 pts for each additional year up to max. additional 50 pts</i>)</li> </ul>	80
1.3	Relevance of: <ul style="list-style-type: none"> <li>- Minimum 3 complex marketing/communications projects including brand promotion (<i>less than 3 projects – 0 pts, 3 projects - 40 pts, &gt;3 projects – 10 pts for each additional project up to max. additional 80 pts</i>);</li> <li>- Experience cooperating with Public Authorities (Central, Local), Public Institutions and Public Agencies in Moldova (<i>no experience – 0 pts; yes - 30 pts</i>);</li> <li>- Experience cooperating with private sector and CSOs (<i>no experience – 0 pts; yes - 40 pts</i>);</li> <li>- Work for UNDP/UN Agencies/donor funded/EU projects (<i>no experience - 0 pts, yes – 10 pts</i>).</li> </ul>	200
<b>Total Section 1</b>		<b>300</b>

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Does Methodology and Approach meet the ToR requirements? <ul style="list-style-type: none"> <li>• <i>full understanding of the assignment. The proposed approach and methodology fully demonstrate responsiveness to the ToR – 51 to 70 pts</i></li> <li>• <i>satisfactory understanding of the assignment. The proposed approach and methodology correspond to the TOR but require some adjustments to properly address all the tasks – 21 to 50 pts</i></li> <li>• <i>limited understanding of the assignment. The proposed approach and methodology don't correspond to the TOR and require major adjustments to properly address the tasks – 0 to 20 pts</i></li> </ul>	70

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

<b>Section 3. Management Structure and Key Personnel</b>		<b>Points obtainable</b>	
3.1	<b>1 (one) TEAM Leader – Branding Promo Coordinator</b>		
	University Degree in Economics, Business, Design, Arts, Marketing, Journalism, Communications or other relevant field	10	
	At least 7 years of relevant professional experience (expertise, management position, consultancy, advising, etc.) in marketing, communications, brand development, advertising (preferably regional/town brand development, creative and innovative solutions) <i>(less than 7 years – 0 pts, 7 years - 30 pts, each additional year – 2 pts, up to 40 pts)</i>	40	
	Experience in organizing and managing at least 3 projects of complex promotion activities <i>(no experience – 0 pts, 3 projects - 40 pts, each additional project – 10 pts, up to 80 pts)</i> <i>Evidence: portfolio of relevant projects implemented must be presented together with candidate's CV.</i>	80	165
	Experience working with UNDP/UN Agencies/donor funded/EU projects <i>(no experience – 0 pts, 1 project - 10 pts)</i>	10	
	Experience in marketing activities at regional or local level will be an asset <i>(no experience – 0 pts, 1 regional project implemented - 10 pts)</i>	10	
	Language Qualifications <i>(proficiency in Romanian, English, Russian - 5 pts each language)</i>	15	
3.2	<b>1 (one) Creative director</b>		
	University Degree in Design, Arts, Marketing, Journalism, Communications or other relevant field	10	185

Section 3. Management Structure and Key Personnel			Points obtainable
	At least 5 years of practical experience in developing and design of various communication products (banners, publications, visibility materials) <i>(no experience – 0 pts, 5 years - 40 pts, each additional year – 10 pts, up to 80 pts)</i>	80	
	At least 3 communications/ promotion campaigns developed/ implemented or supervised <i>(no experience – 0 pts, 5 logos- 30 pts, each additional logo – 10 pts, up to 60 pts)</i> <i>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</i>	60	
	Previous experience in promotion of city/regional brand is a strong advantage <i>(no experience – 0 pts, yes - 20 pts)</i>	20	
	Language Qualifications <i>(proficiency in Romanian, English, Russian - 5 pts each language)</i>	15	
3.3	<b>1 (one) Communications/PR specialist/Social Media consultant</b>		150
	University Degree in Communications, Journalism, Marketing or other relevant field	10	
	At least 5 years of professional experience in Public Relations and/or Communications and/or Social Media <i>(less than 5 years – 0 pts, 5 years – 40 pts, each additional year – 10 pts, up to 80 pts)</i>	80	
	At least 5 communications/ promotion campaigns developed/ implemented <i>(no experience – 0 pts, 5 campaigns - 20 pts, each additional campaign – 5 pts, up to 50 pts)</i> <i>Evidence: portfolio of relevant campaigns must be presented together with candidate's CV.</i>	50	
	Language Qualifications <i>(proficiency in Romanian, English - 5 pts each language)</i>	10	
<b>Total Section 3</b>			<b>500</b>

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## Section 5. Terms of Reference

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### A. PROJECT TITLE: EU4MOLDOVA: FOCAL REGIONS PROGRAMME

### B. PROJECT DESCRIPTION

#### **General Background:**

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

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

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

Specific objectives:

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

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

#### **Specific context**

Both focal regions will receive important capacity building assistance to support the implementation and monitoring of local economic development plans and will benefit of investment funding in support of the creation and/or development of social and technical infrastructure.

The Programme also aims to support reconstruction/beautification of the urban centres of Cahul and Ungheni. This intervention will create a strong visual impact for the development agenda of the focal regions – this will give the idea of ‘emerging strong regional growth poles’ committed to change their current status of ‘declining periphery’.

In this regard, the Programme will assist the promotion of the created Brand (for Each Focal Region) based on the comparative advantages, local economic potential, inspirational and core values. The connected activity is implementation of highly visible and flamboyant projects of beautification and architectural redesign of urban centres. The image, story and slogans as well modernized city centres are to be promoted through a strategic communication campaign. The goal of the campaign is to improve domestic and international perception of Cahul and Ungheni focal regions – as two most dynamic Moldovan regions in promoting development and economic growth. The brand identity will be central to the communication plan and through it the regions will seek to convey an accurate sense of what makes Cahul and Ungheni unique.

A region’s brand will be an extension of its reputation for every aspect of region’s life: social, economic, cultural, touristic etc. The brand’s value will be enhanced by the positive experiences of citizens, investors, visitors, and all those observing the changes in Cahul and Ungheni regions.

The brand is to have a strong economic development context and because of a massive information and promotion campaign, the brand will be associated to the qualities/ characteristics of the region. This major intangible asset will attract investors, tourists, and talents to the emerging Growth Poles in Cahul and Ungheni. The openness for business activities, the pragmatic public administration, the success stories of both business and people development, urban legends arousing interest to local exploration, the digital transformation journey of the regions will enhance the brand formation and shape the future of the Regions.

### **C. SCOPE OF WORK**

The EU4Moldova: focal regions Programme (hereinafter the Programme) is looking for a Company (hereinafter Contractor) to promote, during the first promotion year period (2021-2022), an integrated branding campaign – containing logos, core values for Brand and Marketing Strategy implementation, in order to advance the two Focal Regions (Ungheni and Cahul) economic, social and cultural achievements, promote their success stories, nationally and internationally. The selected Contractor will be building capacities among local target stakeholders to enhance the image of the regions, to capitalize the advantages of the regions, and to actively promote the new branding, success stories, regions development agenda through the most effective communication channels, national/international events, business fora and other relevant communications channels and tools.

By presenting the brand consistently, the Programme can positively influence how people think and feel about the Focal region and amplify their impact. A strong brand will help grow the reputation, build community through shared connections, motivate audiences to visit the main attractions, support and partner with the focal regions, create passion and loyalty for continued growth and success, increase visibility and recognition locally, nationally and internationally.

In promoting Brand and Marketing Strategy, the Contractor shall consider aspects related to gender equality, human rights and non-discrimination principles as well as green and circular economy issues

### **KEY ACTIVITIES AN EXPECTED OUTPUTS**

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

#### **1. Project Initiation (Both Focal regions):**

- Adapt concept of brand promotion
- Provide detailed work plan and timeline of activities.

#### **2. Study Tour Organization (Both Focal regions):**

- Organization of 4 Study tours per each Focal Region for influencers, journalists, famous persons visiting the landmarks and potential tourists' attractions, successful businesses, and SCO's. Study tour will aim to present each Focal Region, underlining their local uniqueness, discovering local attractiveness through architecture, cultural and historical heritages, traditions, leisure and recreation opportunities, and art of cooking, local business opportunities, best social and private practices, etc. The company will be responsible to:
- Provide list of candidates to participate to the study tours. The final list will be agreed in common with the Programme. Ensure at least 2 participants/influencers per each tour.
- Elaborate detailed concept and action plan for each tour: develop and plan itineraries for the tours (at least 5 locations per each tour). List of locations to be agreed with the Programme.
- Travel means, lodging, meals (local facilities), activities & communications with relevant actors will be covered by the Contractor. Duration of each tour – two days one night.
- Ensure minimum 3 social media posts per day from each influencer related to the objective of the study tour. These posts should incorporate video, photo, live interventions, etc.
- Promote the study tours in media: ensure participation in national and local TV Programmes (at least 2 national TV programmes, media interviews and reportages per each study tour), radio (minimum 3 radio products developed per each study tour), web portals (2 stories per each tour).
- Develop Report on social media & media coverage for the tours.

#### **3. Inspirational video challenge (Both Focal regions).** Launch a social media and media challenge to promote the brand: invite people (locals, diaspora, focal-regions lovers) to make short videos with themselves in proximity of brand symbol created by themselves (drawn on wall, paper, on air, by human bodies etc).

- Develop the concept of the video challenge and promotion plan for the activity

- Design all visuals: social media banners, testimonials (at least 3 banners and 5 testimonials per each region)
- Promote the challenge in social media (at least 2 informative posts per day in social media & shares of video made part of the campaign on relevant pages, groups; minimum 100 000 total reach)
- Ensure at least 30 participants videos per each Focal Region
- Develop a video per region complying received video into one video spot, up to 2.20 minutes, including royalty free music, video graphics insertion, voice over in Romanian and subtitles into RO, RU and EN. Boosting in social media 100 000 Reach.

The videos will focus on exploring the people's perspective on how do they "feel and live" their Regions Brand – "Discover how to create and integrate a regional brand and involve" hundreds" of people in the process of its discovery and promotion".

**4. Social Media promotion (Both Focal regions).** Create (or take over an existing one) 2 social media accounts (Facebook and Instagram) for each Region. Maintain and develop social media calendar and content plans and themes for all upcoming coverage schedules according to the calendar. Prepare social media packs for flagship events, initiatives, campaigns. Actively engage with online audiences through social media channels. The following promotion ideas should be developed:

- **Q&A posts.** A series of region-specific posts that answer general stereotypical questions that may arise. For example:
  - Why do we need a brand?
  - Where is the future of this brand?
  - Who owns this brand?
  - What is this brand trying to say?
- **One-day social media account takeover** - A series of takeovers (5 per Region) of the region's Instagram account for a day, when the account is managed by a person, local celebrity or by an influencer. During these takeovers, the guest will share, for a day, beautiful things about this region from his point of view. These takeovers can also have a specific topic.
- **Regional opportunities.** A series of posts (5 per Region) dedicated to business prospects in the Ungheni and Cahul regions. These can be about a successful local company, an international investor, areas of investment and the benefits of starting a business in this region. The company will be responsible to:
  - Elaborate detailed concept and action plan of the contest
  - Promote regional opportunities for each Focal Region
- **Foodology** A series of posts (5 per Region) about local dishes with a brief description. Some of them can also be prepared with a local chef during a live streaming on social media. The company will be responsible to:
  - Elaborate detailed concept and action plan of the contest
  - Promote foodology contest for each Focal Region
- **#ProdusUngheni #ProdusCahul.** A series of posts (5 per Region) dedicated to local farmers and artisans. Each post will contain a brief description and details on how the products can

be purchased. This type of content will not only promote the region as one that cares about small local businesses, but also as a region with organic products. The company will be responsible to:

- Promote #ProdusUngheni #ProdusCahul for each Focal Region
- Realize 5 posts per week of the contest for each Focal Region
- **Boosting.** All social media promotion events should register 150 000 Reach

**5. Art contest (Both Focal regions).** The aim is to create a simple contest, in which the community is invited to download the outline of the logo of the region to customize it with any desired technique, according to the positioning. Participants can be of any age. The only limitation is to not apply sinister or indecent designs. All works are exposed to an open vote on the social media page of the region. The public vote defines top 5 candidates, from which a committee chooses 1 to be painted as murals on the visible walls of the city. This type of contest can be promoted on social and local media, among local influencers and the creative community. The company will be responsible to:

- Elaborate detailed concept, general criteria and action plan of the contest
- Promote, moderate and interact with potential participants of the art contest for each Focal Region
- Assure at least 100 participants for each Focal Region
- Realize 5 posts per week of the contest for each Focal Region
- Organize and ensure platform for open voting procedure to identify top 5 candidates
- Set dedicated committee for top 3 winners' nomination
- Announce the art contest winners for each Region.

**6. Mural implementation (Cahul Focal Region).** As a result of art contest, the Contractor should realize:

- Identification of location with local authorities
- Identification of best way to execute the mural image selected during the art contest
- Analyses of surface and identification of the technical solution
- Obtaining necessary authorizing documents
- Execution of mural, filming and editing making-of video (2.20 minutes max for each region)
- Launch ceremony organization: identification of participants (number of audiences to be determined depending on pandemic situation in the Country; agenda elaboration; broadcasting to Privesc.eu; hiring moderator; sound and lighting equipment, safety measures (disinfectant, safety distance)

**7. Merchandising production.** Since the consumers' perceptions of regional products assortment and merchandising have a direct impact on retailer's local image the purpose of this activity is to develop two promotional regional products (one per each Region), aiming to underline the uniqueness of architectural heritage. For Cahul Region the contractor will identify the most expressive mosaic drawings and will create Mosaics puzzle (a mosaic image cut in shape of puzzle). For Ungheni Region, the contractor will identify the most expressive landscape/monument and will create an image cut in shape of puzzle.

8. **Photo production for each region (Cahul and Ungheni).** The aim is to organize 5 days shootings (for each Region). Each working day should result into 100 portraits, reportages, nature/landscape photos.

#### D. KEY DELIVERABLES AND INDICATIVE TIMEFRAME

Deliverables	Indicative timeframe
<b>T1. Project Initiation.</b> Brand promotion detailed plan and timeline of activities developed and agreed with UNDP/EUD.	<b>1 week since contract signature</b>
<b>T2. Study Tour Organization.</b> <ol style="list-style-type: none"> <li>4 study tours for each region organized.</li> <li>Media coverage on at least 2 national TV programmes, media interviews and reportages per each study tour, radio (minimum 3 radio products developed per each study tour), web portals (2 stories per each tour).</li> <li>Ensure minimum 3 social media posts per day from each influencer related to the objective of the study tour. These posts should incorporate video, photo, live interventions.</li> </ol> <b>Deliverable 1. Inception Report</b> containing the above-mentioned deliverables from T1 and T2	<b>1 month since submission of Task 1</b>
<b>T3. Inspirational Video Production (one per Focal Region)</b> <ol style="list-style-type: none"> <li>Design all visuals: social media banners, testimonials (at least 3 banners and 5 testimonials per each region)</li> <li>Promote the challenge in social media (at least 2 informative posts per day in social media &amp; shares of video made part of the campaign on relevant pages, groups: minimum 100 000 total reach)</li> <li><u>Studio Quality Video Spots</u>  Duration: up to 2.20 minutes  Subtitles Language: Romanian, Russian, English  Video Adaptation for following platforms: Facebook, Instagram, Twitter, Tik-Tok</li> </ol> <b>Deliverable 2. First Progress Report</b> containing the above-mentioned completed task T3.	<b>3 weeks since submission of Task 2</b>
<b>T4. Social media promotion.</b> <ol style="list-style-type: none"> <li><b>Local photography contest</b> for each Focal region to organized.</li> <li><b>One-day Instagram takeover</b> - A series of takeovers (5 per Region)</li> <li><b>Regional opportunities</b> - A series of posts (5 per Region)</li> <li><b>Foodology</b> A series of posts (5 per Region)</li> <li><b>#ProbusUngheni #ProbusCahul.</b> A series of posts (5 per Region)</li> <li>Monitoring mechanism and reports to be presented.</li> <li>Display banners media campaign to promote Making of video and launch posts by: Google ads on ProDigital Network (protv.md, timpul.md, perfecte.md, deschide.md, bani.md, realitate.md, safenews.md, realitatea.live.md), Numbers Network (point.md,</li> </ol>	<b>During contract duration</b>

<p>999.md, stiri.md, mama.md, afisha.md), Preroll videos: Youtube, Videoseti (odnoklassniki.ru, vk.ru, mail.ru), Facebook / Instagram</p> <p>8. <b>Boosting.</b> All social media promotion events should register 150 000 reach.</p> <p><b>Deliverable 3. Second Progress Report</b> containing the above-mentioned completed task T4.</p>	
<p><b>T5. Art Contest for Both Focal Regions.</b></p> <ol style="list-style-type: none"> <li>1. Detailed concept developed and coordinated with the Programme</li> <li>2. Launching the event aiming to involve 100 at least participants</li> <li>3. At least 5 event posts per week realized</li> <li>4. Voting platform to be established</li> </ol> <p>Winner award ceremony to be performed</p>	<p><b>4 weeks since submission of Task 3</b></p>
<p><b>T6. Mural Realization for Cahul Focal Region</b></p> <ol style="list-style-type: none"> <li>1. Obtaining necessary authorizing documents</li> <li>2. Mural execution (100 m<sup>2</sup>)</li> <li>3. <u>Video Mural Making of</u> Duration: up to 2.20 minutes Subtitles Language: Romanian, Russian, English Video Adaptation for following Platforms: Facebook, Instagram, Twitter, Tik-Tok</li> <li>4. Launch ceremony organized</li> </ol>	<p><b>3 months since submission of Task 4</b></p>
<p><b>T7. Merchandising production</b></p> <ol style="list-style-type: none"> <li>1. <b>300 Cahul Mosaic Puzzle</b> <ol style="list-style-type: none"> <li>a. Jigsaw Puzzle 500 pieces</li> <li>b. Material - Compressed Cardboard</li> <li>c. Item dimensions: 510 x 360 mm</li> <li>d. Puzzle piece thickness: 3mm</li> <li>e. Instruction manual (in Romanian, English and Russian languages). Instruction material will also describe the history behind Mosaic image.</li> </ol> <p><b>Jigsaw Packaging Box</b></p> <ul style="list-style-type: none"> <li>o Size: Contingent on puzzle size</li> <li>o Material: 4 mm Compressed cardboard</li> <li>o Finish: Matte linen or gloss lamination finish</li> </ul> </li> <li>2. <b>300 Ungheni Puzzle</b> <ol style="list-style-type: none"> <li>a. Jigsaw Puzzle 500 pieces</li> <li>b. Material - Compressed Cardboard</li> <li>c. Item dimensions: 510 x 360 mm</li> <li>d. Puzzle piece thickness: 3mm</li> <li>e. Instruction manual (in Romanian, English and Russian languages). Instruction material will also describe the history behind puzzle image.</li> </ol> <p><b>Jigsaw Packaging Box</b></p> <ul style="list-style-type: none"> <li>o Size: Contingent on puzzle size</li> <li>o Material: 4 mm Compressed cardboard</li> <li>o Finish: Matte linen or gloss lamination finish</li> </ul> </li> </ol>	<p><b>2 months since contract signature</b></p>

Deliverables	Indicative timeframe
<p><b>T8. Photo production for each region (Cahul and Ungheni)</b></p> <ul style="list-style-type: none"> <li>• All materials to be presented in raw format (unprocessed)</li> <li>• 100 Photos in high resolution (.tif, .jpeg)</li> <li>• 100 Photos adapted to web placement</li> </ul> <p><b>Deliverable 4. Final Report to contain results of T5-T8.</b></p>	<p><b>During contract duration</b></p> <p><b>9 months since contract signature</b></p>

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

#### **E. INSTITUTIONAL ARRANGEMENTS**

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

#### **F. DURATION OF WORK**

- The estimated duration of works is maximum 9 months. The expected time of commencement of contract is November 2021;
- UNDP will require maximum of 14 (fourteen) days (depending on the implementation stage) to review the deliverables, provide comments, approve or certify acceptance of deliverables.

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

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

- The key-personnel must include a minimum of:
  - 1 (one) TEAM Leader – Branding Promo Coordinator,
  - 1 (one) Creative director,
  - 1 (one) Communications/PR Specialist/Social media consultant and



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

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

- a) Details of qualifications and relevant experience of each of the proposed team members;
- b) Details of their roles/responsibilities for accomplishment of the above listed tasks as well as level of effort (estimated for each staff member in working days).

## Section 6: Returnable Bidding Forms / Checklist

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

Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

### Technical Proposal:

<b>Have you duly completed all the Returnable Bidding Forms?</b>	
▪ Form A: Technical Proposal Submission Form	<input type="checkbox"/>
▪ Form B: Bidder Information Form	<input type="checkbox"/>
▪ Form C: Joint Venture/Consortium/ Association Information Form (if the case)	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
<b>Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?</b>	<input type="checkbox"/>

### Financial Proposal

**(Password protected file shall be uploaded. Bidders that will pass the technical compliance score, will be asked (via e-mail) to provide the password)**

▪ Form F: Financial Proposal Submission Form	<input type="checkbox"/>
▪ Form G: Financial Proposal Form	<input type="checkbox"/>

## Form A: Technical Proposal Submission Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

We, the undersigned, offer to provide the services for **EU4MD/ Brand Promotion for Cahul and Ungheni Regions** in accordance with your **Request for Proposal No. 21/02343** and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium /Association members or subcontractors or suppliers for any part of the contract:

- a) 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;
- b) 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;
- c) have no conflict of interest in accordance with Instruction to Bidders Clause 4;
- d) do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);
- e) have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;
- f) undertake not to engage in proscribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, 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 embrace the principles of the United Nations Supplier Code of Conduct and adhere to the principles of the United Nations Global Compact.

We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification and/or sanctioning by the UNDP.

We offer to provide services in conformity with the Bidding documents, including the UNDP General Conditions of Contract and in accordance with the Terms of Reference

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

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

I, the undersigned, certify that I am duly authorized by [Insert Name of Bidder] to sign this Proposal and bind it should UNDP accept this Proposal.

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

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

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

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

[Stamp with official stamp of the Bidder]

## Form B: Bidder Information Form

<b>Legal name of Bidder</b>	[Complete]
<b>Legal address</b>	[Complete]
<b>Year of registration</b>	[Complete]
<b>Bidder's Authorized Representative Information</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Are you a UNGM registered vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UGNM vendor number]
<b>Are you a UNDP vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UNDP vendor number]
<b>Countries of operation</b>	[Complete]
<b>No. of full-time employees</b>	[Complete]
<b>Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company hold any accreditation such as ISO 14001 related to the environment? (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)</b>	[Complete]
<b>Contact person UNDP may contact for requests for clarification during Proposal evaluation</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Please attach the following documents:</b>	<ul style="list-style-type: none"> <li>▪ Company Profile, which should <u>not</u> exceed fifteen (15) pages, including portfolio of relevant brand promotion campaigns to be reflected</li> <li>▪ Certificate of Incorporation/ Business Registration</li> <li>▪ List of Shareholders and Other Entities Financially Interested in the Firm owning 5% or more of the stocks and other interests, or its equivalent if Bidder is not a corporation including the Certificate from State Register</li> <li>▪ Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country</li> <li>▪ Quality Certificate (e.g., ISO, etc.) and/or other similar certificates, accreditations, awards and citations received by the Bidder, if any</li> </ul>

- Financial Statement (Income Statement and Balance Sheet) for the past 2 years (2018, 2019)
- Statement of Satisfactory Performance from the Top three (3) Clients in terms of Contract Value the past two (2) years
- A copy of preliminary Agreement in case of Consortium or sub-contracting
- Implementation Plan (sequence of actions) for the services required in the ToR
- List of contracts/sites undertaken within the last 10 years
- CVs (shall be signed by the envisaged person), together with attestation certificates (if applicable) and training attendance certificates (if applicable), of the Key personnel (mentioned under point H, Section 5: ToR), portfolio of projects implemented by each of key personnel
- All information regarding any past and current litigation during the last five (5) years, in which the bidder is involved, indicating the parties concerned, the subject of the litigation, the amounts involved, and the final resolution if already concluded

## Form C: Joint Venture/Consortium/Association Information Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

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

No	Name of Partner and contact information (address, telephone numbers, fax numbers, e-mail address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	[Complete]	[Complete]
2	[Complete]	[Complete]
3	[Complete]	[Complete]

<b>Name of leading partner</b>  (with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)	[Complete]
--	------------

We have attached a copy of the below 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 UNDP for the fulfillment of the provisions of the Contract.

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

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

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

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

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

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

Form D: Qualification Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

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

Historical Contract Non-Performance

☐ Contract non-performance did not occur for the last 3 years

☐ Contract(s) not performed for 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)

☐ No litigation history for the last 5 years

☐ Litigation History as indicated below

Year of dispute	Amount in dispute (in US\$)	Contract Identification	Total Contract Amount (current value in US\$)
		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 10 years.

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

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value	Period of activity and status	Types of activities undertaken

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

☐ Attached are the Statement of Satisfactory Performance from the Top three (3) Clients in terms of Contract Value the past two (2) years.

## Financial Standing

Annual Turnover for the last 3 years	Year 2020	USD
	Year 2019	USD
	Year 2018	USD
Latest Credit Rating (if any), indicate the source		

Financial information (in US\$ equivalent)	Historic information for the last 3 years		
	2019	2018	2017
	Information from Balance Sheet		
Total Assets (TA)			
Total Liabilities (TL)			



Current Assets (CA)			
Current Liabilities (CL)			
	<i>Information from Income Statement</i>		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio			

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

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

## Form E: Format of Technical Proposal

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

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

### SECTION 1: Bidder's qualification, capacity and expertise

- 1.1 Brief description of the organization, 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 specialized knowledge and experience on similar engagements done in the region/country.
- 1.4 Quality assurance procedures and risk mitigation measures.

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

This section should demonstrate the bidder'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 and methodology for how the Bidder will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment. Details how the different service elements shall be organized, controlled and delivered.
- 2.2 The methodology shall also include details of the Bidder's internal technical and quality assurance review mechanisms.
- 2.3 Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors and how everyone will function as a team.
- 2.4 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement.

### SECTION 2A: Bidder's Comments and Suggestions on the Terms of Reference

Provide comments and suggestions on the Terms of Reference, or additional services that will be rendered beyond the requirements of the TOR, if any.

### SECTION 3: Management Structure and Key Personnel

- 3.1 Describe the overall management approach toward planning and implementing the project. Include an organization 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 Provide CVs for key personnel that will be provided to support the implementation of this project using the format below. CVs should demonstrate qualifications in areas relevant to the Scope of Services. For the relevant staff, the accreditation certificates shall be provided. Such CVs shall be dully signed by the envisaged person.

### Format for CV of Proposed Key Personnel

<b>Name of Personnel</b>	[Insert]
<b>Position for this assignment</b>	[Insert]
<b>Nationality</b>	[Insert]
<b>Language proficiency</b>	[Insert]
<b>Education/Qualifications</b>	<i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i> [Insert]
<b>Professional certifications</b>	<i>[Provide details of professional certifications relevant to the scope of services]</i> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of certification: [Insert]</li> </ul>
<b>Employment Record/Experience</b>	<i>[List all positions held by personnel (starting with present position, list in reverseorder), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and anyother information or professional experience considered pertinent for this assignment.]</i> [Insert]
<b>References</b>	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i> Reference person 1: [Insert]  Reference person 2: [Insert]

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself.

\_\_\_\_\_  
Signature of Personnel

\_\_\_\_\_  
Date (Day/Month/Year)

Form F: Financial Proposal Submission Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

We, the undersigned, offer to provide the services for the **EU4MD/ Brand Promotion for Cahul and Ungheni Regions** in accordance with your **Request for Proposal No.** 21/02343 and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

Our attached Financial Proposal is for the sum of [Insert amount in words and figures].

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

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

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

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

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

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

[Stamp with official stamp of the Bidder]

## Form G: Financial Proposal Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	21/02343		

The Bidder is required to prepare the Financial Proposal following the below format and submit it in a separate file from the Technical Proposal as indicated in the Instruction to Bidders. Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification.

Your Financial Proposal file (comprising Forms F and G) must be password protected. The password shall not be disclosed unless required in written by UNDP.

**DO NOT DISCLOSE YOUR PRICE IN THE E-TENDERING SYSTEM LINE ITEM. YOU MUST PUT PRICE AS 1\$ AND PROVIDE THE FINANCIAL PROPOSAL AS ENCRYPTED FILE AS EXPLAINED IN INSTRUCTIONS.**

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

**Currency of the proposal: US\$**

**Table 1: Cost Breakdown per Milestones**

SN	Deliverables <i>[list them as referred to in the TOR]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Inception Report	10%	
2	First Progress Report	20%	
3	Second Progress Report	40%	
4	Final Report	30%	
	Total	100%	USD .....

*\*Basis for payment tranches*

**Table 2: Cost Breakdown by Cost Component**

Description of Activity	Unit of measure (day, unit etc.)	Quantity	Unit Price in US\$	Total Price in US\$ per budget line
		A	B	C=A*B
<b>I. Personnel Services</b>				
a) TEAM Leader – Branding Promo Coordinator	Working days			
b) Creative director	Working days			
c) Communications/PR Specialist/Social media consultant	Working days			
d) Graphical Designer	Working days			
e) Other staff if necessary (please, list down)	Working days			
<b>Subtotal Personnel Services:</b>				

<b>II. Out of Pocket Expenses</b>				
a) Transportation costs				
Other Costs: <i>(please specify)</i>				
b) Translation costs <i>(if any)</i>				
Other Costs: <i>(please specify)</i>				
<b>Subtotal Out of Pocket Expenses:</b>				
<b>III. Other Related Costs</b>				
Other Costs: <i>(please specify)</i>				
<b>Subtotal Other Related Costs:</b>				
<b>TOTAL (all-inclusive, VAT 0%)</b>				