



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM:	DATE: June 22, 2021
All interested and potential companies	REFERENCE: RFP/012/21 development of Communication Strategy of the Public Service Agency for 2021-2025

Dear Sir / Madam:

We kindly request you to submit your Proposal for development of Communication Strategy of the Public Service Agency for 2021-2025.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted **on or before: 6 July, 2021, 6:00 pm local time (Tashkent)** via email, courier mail or fax to the address below:

United Nations Development Programme
Republic of Uzbekistan 4, Taras Shevchenko Street, Tashkent 100029
Tel: + 998 71 120-34-50, 120-61-67;
Fax: + 998 71 120-34-85
Procurement Unit, UNDP Uzbekistan
For email proposals: bids.uz@undp.org

Your Proposal must be expressed in the English or Russian language and valid for a minimum period of **90 calendar days after the date of Proposal submission.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your quotation by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

IF you intended to submit your proposal by courier mail, consequently your proposal should be in sealed envelope with the following marking on envelope:

“TO: UNDP Uzbekistan
ATTENTION: PROCUREMENT UNIT
SEALED QUOTATION ref:
Tender for development of Communication Strategy of the Public Service Agency for 2021-2025
PROPOSER: [NAME AND ADDRESS OF YOUR COMPANY]”
DEADLINE: July 6, 2021, 6:00 pm local time (Tashkent)
“DO NOT OPEN”

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) 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.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 2.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link:

http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Sincerely yours,
Procurement Unit, UNDP Uzbekistan
6/22/2021

Description of Requirements

Context of the Requirement	In the frame of Technical Capacity Building component of the Programme on “Improved Public Service Delivery and Enhanced Governance in Rural Uzbekistan”	
Implementing Partner of UNDP	Ministry of Justice of Uzbekistan	
Brief Description of the Required Services ¹	<p>The Joint Project of Public Service Agency under the Ministry of Justice and UNDP Uzbekistan “Improved Public Service Delivery and Enhanced Governance in Rural Uzbekistan” financed by the EU (the Client) is implemented to improve the living standards of vulnerable people in rural areas, such as women, youth and children, the elderly and people with disabilities through increasing their access to public services and improving the quality of their delivery.</p> <p>The project also aims to strengthen the citizen engagement by supporting various accountability arrangements that will enhance the participation of all parties in the decision-making process and access to information, and increase the transparency of the local governance system in the country.</p> <p>One of the main components of the project is to raise public awareness about the benefits of using public services (Activity 2.3 of the Project Document - Improving access to information about public services through various channels). Thereby, the approved work plan of the Project provides for the development of the Communication Strategy of the Public Service Agency for 2021-2025 to identify priority and key areas for interaction with general public.</p>	
List and Description of Expected Outputs to be Delivered	#	Outputs
	1.	Analysis report of the current situation in organization of the Agency's communication activities and review of the relevant foreign experience in the development of communication strategy, and Strategy's general plan
	2.	Draft version of the Strategy
	3.	Final version of the Strategy
	4.	Presentation of the Strategy and conducting trainings for the personnel.
	5.	Report on the results of activities implemented within the 6-months period after the approval of the Strategy and Action plan
	6.	Report on the implementation of activities together with the PSA, selected in accordance with paragraph 3.6 of this TOR
	7.	analytical report (post review) based on the Strategy implementation outcomes by the results of six (6) months of implementation, interviews, surveys, etc.
Person to Supervise the Work/Performance	Programme Coordinator of Project	

¹ A detailed TOR is attached to the solicitation document.

of the Service Provider			
Frequency of Reporting	As per TOR		
Progress Reporting Requirements	See section Results of the TOR		
Location of work	<input type="checkbox"/> Exact Address/es [pls. specify] <input checked="" type="checkbox"/> Home based/According to agreement of the parties		
Expected Business trips	Regions of Uzbekistan		
Expected duration of work	#	Results	Deadlines
	1.	Analysis report of the current situation in organization of the Agency's communication activities and review of the relevant foreign experience in the development of communication strategy, and Strategy's general plan	no later than 20 calendar days from the date of signing the contract (approval by the UNDP within 5 working days)
	2.	Draft version of the Strategy	no later than 35 calendar days from the date of approval of the Strategy's general plan (approval by the UNDP within 5 working days)
	3.	Final version of the Strategy	no later than 15 calendar days from the date of approval of the Strategy's draft version (approval by the UNDP within 5 working days)
	4.	Presentation of the Strategy and conducting trainings for the personnel.	no later than 20 calendar days from the date of approval of the Strategy's final version (approval by the UNDP within 5 working days)
	5.	Report on the results of activities implemented within the 6-months period after the approval of the Strategy and Action plan	no later than 20 calendar days from the date of conducting events. (approval by the UNDP within 5 working days)
	6.	Report on the implementation of activities together with the PSA, selected in accordance with paragraph 3.6 of this TOR	within the 6-months period after the approval of the Strategy and Action plan
	7.	analytical report (post review) based on the Strategy implementation outcomes by the results of six (6) months of implementation, interviews, surveys, etc.	no later than 25 calendar days from the date of completion of six (6) months after adoption of the Strategy (approval by the UNDP within 5 working days)

Target start date	During 10 calendar days upon signing a contract by both parties
Latest completion date	255 calendar days from the date of signing the contract for implementation of all outputs
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars for foreign companies with a legal address and bank account outside Uzbekistan <input checked="" type="checkbox"/> Local Currency UZS for local companies registered in Uzbekistan
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> Must be exclusive of VAT for foreign companies registered outside of Uzbekistan; <input checked="" type="checkbox"/> Must be inclusive of VAT for local companies registered in Uzbekistan (if registered as VAT payer);
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 calendar days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

Payment Terms	Outputs	Percentage	Timing	Condition for Payment Release
	The payments shall be made to the banking account in the following order:			
	Result No. 1 Analysis report of the current situation in organization of the Agency's communication activities and review of the relevant foreign experience in the development of communication strategy, and Strategy's general plan	10% payment of the total contract amount	no later than 20 calendar days from the date of signing the contract (approval by the UNDP within 5 working days)	within thirty (30) calendar days from the date of fulfillment of the following conditions: a) Written acceptance document of outputs by UNDP; and b) Receipt of an invoice from the Service Provider
	Result No. 2 Draft version of the Strategy	20% payment of the total contract amount	no later than 35 calendar days from the date of approval of the Strategy's general plan (approval by the UNDP within 5 working days)	
	Result No. 3 Final version of the Strategy	20% payment of the total contract amount	no later than 15 calendar days from the date of approval of the Strategy's draft version (approval by the UNDP within 5 working days)	
	Result No. 4 Presentation of the Strategy and conducting trainings for the personnel	15% payment of the total contract amount	no later than 20 calendar days from the date of approval of the Strategy's final version (approval by the UNDP within 5 working days)	

	Result No. 5 Report on the conducted 2 trainings for PSA PR specialists and journalists	10% payment of the total contract amount	no later than 20 calendar days from the date of conducting events. (approval by the UNDP within 5 working days)	
	Result No. 6 Report on the implementation of activities together with the PSA, selected in accordance with paragraph 3.6 of this TOR	15% payment of the total contract amount	within the 6-months period after the approval of the Strategy and Action plan	
	Result No. 7 Analytical report (post review) based on the Strategy implementation outcomes by the results after six (6) months of implementation, interviews, surveys, etc.	10% payment of the total contract amount	no later than 25 calendar days from the date of completion of six (6) months after adoption of the Strategy (approval by the UNDP within 5 working days)	
	Payment will be proceeded by output bases by bank transfer during 30 calendar days to the account of a Contractor in accordance with the Breakdown of Costs, upon completion of the works and following terms: a) A written document of acceptance by UNDP of each Output. b) Receiving of the invoice for payment of Vendor c) The signing by the parties of documents confirming the completion of the contractual obligations and the adoption of UNDP.			
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Programme Coordinator of Project			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services/Face sheet			
Criteria for Contract Award	<input checked="" type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.			

Criteria for the Assessment of Proposal	<u>Technical Proposal</u>			
	#	Technical evaluation of proposal	%	Score
	1	Expertise of the Firm	20%	20 points
	2	Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan	40%	40 points
	3	Management Structure and Qualification of Key Personnel.	40%	40 points
	Contract will be awarded to the technical responsive offer proposed the lowest price. Offers are not received the minimum pass score of 70% of technical proposal scores will be recognized as the proposal does not meet the technical requirements of the tender.			
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider			
	Sub-contracting is not allowed. Service Provider must perform the entire scope of work on their own, without the involving sub-contractors or experts.			
Annexes to this RFP ³	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Statement of interest (Annex 3) <input checked="" type="checkbox"/> Detailed TOR (Annex 4) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions ⁴ Applicable conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html			

³ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁴ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Documents to be submitted	<p><input checked="" type="checkbox"/> Duly filled in Form as provided in Annex 1, and in accordance with the list of requirements in Annex 1;</p> <p><input checked="" type="checkbox"/> Profile – describing the nature of business, information about the company (10 pages max.) confirming the field of expertise, practical experience of the Offeror in the required area;</p> <p><input checked="" type="checkbox"/> Company’s profile with detailed information (name of the company, address, contact details etc.) using form provided in Table 1 of Annex 2</p> <p><input checked="" type="checkbox"/> Declaration of owners’ interest in other companies issued on company’s letterhead duly signed and stamped (Part 1, Annex2);</p> <p><input checked="" type="checkbox"/> At least 3 copy of successfully completed contracts signed between the Applicant firm and clients, within the framework of which the Applicant has performed similar work over the past 5 (five) years</p> <p><input checked="" type="checkbox"/> Information on the experience in the development and implementation of at least three projects of a similar scale over the past three years using the form using the form (Table 2, Appendix 2);</p> <p><input checked="" type="checkbox"/> Verified copy of Latest Business Registration Certificate and License;</p> <p><input checked="" type="checkbox"/> Verified copy of the page from company’s Charter where the information on company founders is provided;</p> <p><input checked="" type="checkbox"/> Financial statements for the last 2 years verified by independent third party such as auditors or similar as may be applicable OR Confirmation from bank regarding strong financial</p> <p><input checked="" type="checkbox"/> Signed by owners resumes and declaration of availability of involved specialists during contract implementation period</p> <p><input checked="" type="checkbox"/> The service provider should provide a brief concept and implementation scheme for the tasks/methodology with a work schedule (5 pages max.) for detailed information please see Annex 2, A. Proposed Methodology for the Completion of Services.</p> <p>Failure to provide any of the above specified documents will serve as a ground for disqualifying the Offeror from the tender by declaring it as technically non-compliant.</p>
Eligibility Criteria	<p><input checked="" type="checkbox"/> Responsiveness to the minimum technical criteria.</p> <p><input checked="" type="checkbox"/> The availability of the required personnel for the successful completion of works.</p> <p><input checked="" type="checkbox"/> At least 3 similar works performed by the Contractor within the last 5 (five) years.</p> <p><input checked="" type="checkbox"/> Strong financial position: (a) Liquidity ratio for the last two years not less than 1, if financial reports were presented, OR (b) Confirmation from bank regarding strong financial standing.</p> <p><input checked="" type="checkbox"/> Demonstrated availability of a permanent office reachable via landline telephone and permanent staff of at least 3 persons.</p>

<p>Contact Person for Inquiries</p> <p>(Written inquiries only)⁵</p>	<p>Procurement Unit</p> <p>+998 71 1203485/ pu.uz@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
<p>Other Information (other requirements)</p>	<p>Offers submitted by two (2) or more Offerors shall all be rejected if they are found to have <u>any</u> of the following:</p> <ul style="list-style-type: none"> a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s; or c) they have the same legal representative for purposes of this RFP; 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 e) influence on the Offer of, another Offerer regarding this RFQ process; f) they are subcontractors to each other's Offer, or a subcontractor to one Offer also submits another Proposal under its name as lead Offerer; or an expert proposed to be in the team of one Offerer participates in more than one Offer received for this RFP process. This condition does not apply to subcontractors being included in more than one Offer.

⁵ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

EVALUATION OF PROPOSALS

UNDP shall examine the Proposal to confirm that all terms and conditions under the UNDP General Terms and Conditions and Special Conditions have been accepted by the Proposer without any deviation or reservation.

The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified in the **RFP**. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score indicated in the **RFP**. Absolutely no changes may be made by UNDP in the criteria; sub-criteria and point system indicated in the **RFP** after all Proposals have been received.

Evaluation forms for technical proposals are given below. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The Technical Proposal Evaluation Forms are:

Form 1: Expertise of the Company

Form 2: Methodology -Proposed Work Plan and Approach

Form 3: Management Structure and Key Personnel

Technical Proposal Evaluation Form 1		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Expertise of the Company							
1.1	At least 3 copy of successfully completed contracts signed between the Applicant firm and clients, within the framework of which the Applicant has performed similar work over the past 5 (five) years <ul style="list-style-type: none">Over 6 projects of a similar scale - 20 points;From 3 to 5 years - 15 points;Less than 3 years is not acceptable	20					
Total Part 1		20					

Technical Proposal Evaluation Form 2		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Methodology – Proposed Work Plan and Approach							
2.1	Is the brief information of task well defined and does it correspond to the TOR? • Perfect – 20 points; • Good – 15 points; • Satisfactory – 10 points; • Not acceptable – 0.	20					

2.2	To what degree does the Proposer understand the task and effective method of its provision? <ul style="list-style-type: none"> • Perfect – 20 points; • Good – 15 points; • Satisfactory – 10 points; • Not acceptable – 0. 	20					
Total Part 2		40					

Technical Proposal Evaluation			Points Obtainable		Company / Other Entity				
Form 3					A	B	C	D	E
Management Structure and Key Personnel.									
CVs demonstrating qualifications must be submitted. Moreover, a written confirmation from each personnel that they are available for the entire duration of the contract.									
3.1	Project Manager								
3.1.1	At least 5 years of experience in project management <ul style="list-style-type: none">• More than 5 years – 5 points;• From 3 to 4 years – 3 points;• Less than 3 years is not acceptable	5							
3.1.2	At least 3 years of experience in organizing the strategy/analytical documents development process <ul style="list-style-type: none">• More than 5 years – 5 points;• From 3 to 4 years – 3 points;• Less than 3 years is not acceptable	5							
	Provide portfolio of completed projects (at least 3 projects). <ul style="list-style-type: none">• More than 5 years – 5 points;• From 3 to 4 years – 3 points;• Less than 3 years is not acceptable	5							
3.1.3	Language skills: English and Russian	1							
	Subtotal	16							
3.2	Expert on Strategy Development								
3.2.1	Higher education (minimum bachelor's degree or equivalent): majoring in economics/marketing/management/journalism	4							

	At least 3 years of experience in organizing the strategy/analytical documents development process and in analysis/research conducting. <ul style="list-style-type: none"> • More than 5 years – 7 points; • From 3 to 4 years – 5 points; • Less than 3 years is not acceptable 	7					
	Language skills: Russian and / or English	1					
	Subtotal	12					
3.3	Specialist in communications, marketing, advertisement and PR						
	Higher education (minimum bachelor's degree or equivalent): majoring in journalism/international relations/marketing/social sciences	4					
	At least 3 years of working experience in market research, analytics, strategy preparation and marketing communications <ul style="list-style-type: none"> • More than 5 years – 7 points; • From 3 to 4 years – 5 points; • Less than 3 years is not acceptable 	7					
	Language skills: Russian and / or English						
	Subtotal	12					
	Total Part 3	40					
	Total Parts 1,2,3	100					

The overall evaluation score will be based on a combination of the technical score and the lowest price quote. The evaluation method that applies for this RFP shall be as indicated in the **RFP**. Offers are not received the minimum pass score of 70% of technical proposal scores will be recognized as the proposal does not meet the technical requirements of the tender.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁶

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁷)

[insert: Location].

[insert: Date]

To: UNDP Uzbekistan

We, the undersigned, hereby offer UNDP the following services in accordance with the requirements specified in **RFP** and all its annexes, as well as the General Terms and Provisions of UNDP contracts. We confirm that we have read, understood and accept the requirements and terms of the terms of reference describing our duties and responsibilities under this RFP, as well as the general UNDP terms and conditions under the contract.

We agree to abide by the terms of this commercial offer within **90 calendar** days from the deadline specified in the request for the submission of the offer; it remains binding and can be accepted at any time before the expiration of this period. We hereby declare that:

(a) All information and statements presented in this tender offer are true, and we agree that any incorrect information contained in it may lead to our disqualification;

(b) At present, we are not included in the UN register which includes companies that are not entitled to supply, and other similar lists of other UN agencies, and we are in no way connected with any companies or persons included in the UN Security Council Committee Consolidated List 1267/1989.

(c) We are not at the stage of unfinished bankruptcy and we have no lawsuits or claims that could adversely affect our work as an operating enterprise;

(d) We do not employ people who work or have recently worked for the UN or UNDP, and we do not plan to hire such persons.

We are aware that your organization reserves the right to accept or reject any of the proposals received, is not responsible for such actions and does not undertake to inform the supplier of their reasons without a request from us:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

a) Profile – describing the nature of business, information about the company (10 pages max.) confirming the field of expertise, practical experience of the Offeror in the required area.

⁶ This serves as a guide to the Service Provider in preparing the Proposal.

⁷ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

b) The company's charter should include the right and other permits to provide the service, Registration Papers, Tax Payment Certification, etc.

d) At least 3 similar works performed by the Contractor within the last 5 years

e) A copy of Latest Business Registration Certificate and License verified by signature of authorized person and stamp.

B. Proposed Methodology for the Completion of Services

The service provider should provide a step-by-step concept and implementation scheme for the tasks/methodology with a work schedule (5 pages max.), describe how it will meet the RFP requirements with a detailed description of the main performance characteristics of the work, reporting mechanisms and quality assurance, and rationale for the proposed methods in the context of local conditions and the type of work.

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide:

- Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- CVs demonstrating qualifications must be submitted if required by the RFP; and
- Written confirmation from each personnel that they are available for the entire duration of the contract.
- Copy of diplomas, certificates, as required by UNDP.

D. Cost Breakdown per Deliverable*

Out puts	Activity/Output	Payment Structure	Price ____ (indicate currency) (The total amount)
1.	Result No. 1 Analysis report of the current situation in organization of the Agency's communication activities and review of the relevant foreign experience in the development of communication strategy, and Strategy's general plan	10%	
2.	Result No. 2 Draft version of the Strategy	20%	
3.	Result No. 3 Final version of the Strategy	20%	
4.	Result No. 4 Presentation of the Strategy and conducting trainings for the personnel	15%	
5.	Result No. 5 Report on the conducted 2 trainings for PSA PR specialists and journalists	10%	
6.	Result No. 6 Report on the implementation of activities together with the PSA, selected in accordance with paragraph 3.6 of this TOR	15%	

7.	Result No. 7 Analytical report (post review) based on the Strategy implementation outcomes by the results after six (6) months of implementation, interviews, surveys, etc.	10%	
	TOTAL	100%	
	V. VAT (if applicable for companies registered in the Republic of Uzbekistan)		
<p>Payment will be proceeded by output bases by bank transfer to the account of a Contractor in accordance with the Breakdown of Costs, upon completion of the works and following terms:</p> <ol style="list-style-type: none"> 1. A written document of acceptance by UNDP of Outputs 1, 2, 3, 4, 5, 6 and 7. 2. Receiving of the invoice for payment of Vendor 3. The signing by the parties of documents confirming the completion of the contractual obligations and the adoption of UNDP. 			

**This shall be the basis of the payment tranches, whether there are discrepancies between the total amount specified in tables D and E, in that case the price rate indicated in table (D) will be prevalent.*

E. Cost Breakdown by Cost Component:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services of attracted Expertise				
a. Expertise Services 1				
b. Expertise Services 2				
2. Services from Overseas (if required)				
a. Expertise Services 1				
b. Expertise Services 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance including accommodation				
III. Other Direct Related Costs (translation, printing and other)				
IV. Overhead expenses (no more 3,5%)				
V. VAT (if applicable for companies registered in the Republic of Uzbekistan)				

Name and signature of authorized person]

[Position]

[Date]

[Stamp of the company]

Part 1: DECLARATION OF INTEREST

Dear Sir/Madam,

We/I, _____ (Name and Title), as Director/Founder of _____ Company, declare that:

(a) Have no financial and other interests in, association or relationship with, are not employed and do not have relatives (i.e. spouse, parents, children or siblings) employed by the United Nations Development Programme (UNDP) or the Government of Uzbekistan that announced the tender; and do not have access to information about, or influence on the selection process for this tender;

(b) Have no common controlling partner, director, shareholder, legal representative for the purposes of this tender with any other entity submitting its Quotation under this tender; are not subcontracting or are subcontractors to other entities for the purposes of this tender; and that the experts proposed in the team do not participate in more than one Quotation for this tender;

(c) Are not involved in activities that could have an impact on the objectivity and independence of the Contractor's team in carrying out its duties under the contract or can affect the image of the United Nations and the Government of Uzbekistan.

We certify that the information stated is true, correct and complete to the best of our knowledge and belief. We are obliged to comply with all requests for additional information, documentation, clarification and/or verification concerning the Declaration of Interest statement.

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the tender.

We declare that we are not in the UN Security Council 1267/1989 List, UN Procurement Division List or other UN Ineligibility List.

Name and signature of authorized person]

[Position]

[Date]

[Stamp of the company]

TABLE 1: COMPANY PROFILE

Part 3: COMPANY PROFILE 1. Offeror's Legal Name [insert Offeror's legal name] Click or tap here to enter text.		
2. In case of Joint Venture (JV), legal name of each party: [insert legal name of each party in JV] Click or tap here to enter text.		
3. Actual or intended Country/ies of Registration/Operation: [insert actual or intended Country of Registration] Click or tap here to enter text.		
4. Year of Registration in its Location: [insert Offeror's year of registration] Click or tap here to enter text.		
5. Countries of Operation Click or tap here to enter text.	6. No. of permanent staff in each Country Click or tap here to enter text.	7. Years of Operation in each Country Click or tap here to enter text.
8. Legal Address/es in Country/ies of Registration/Operation: [insert Offeror's legal address in country of registration] Click or tap here to enter text.		
9. Value and Description of Top 3 (three) Biggest Contracts for the past 5 (five) years Click or tap here to enter text.		
10. Latest Credit Rating (Score and Source, if any) Click or tap here to enter text.		
11. Brief description of litigation history (disputes, arbitration, claims, etc.), indicating current status and outcomes, if already resolved. Click or tap here to enter text.		
12. Offeror's Authorized Representative Information Click or tap here to enter text. Name: [insert Authorized Representative's name] Click or tap here to enter text. Address: [insert Authorized Representative's Address] Click or tap here to enter text. Telephone/Fax numbers: [insert Authorized Representative's telephone/fax numbers] Click or tap here to enter text. Email Address: [insert Authorized Representative's email address] Click or tap here to enter text.		
13. Are you in the UNPD List 1267.1989 or UN Ineligibility List? <input type="checkbox"/> YES or <input type="checkbox"/> NO		

Name and signature of authorized person]

[Position]

[Date]

[Stamp of the company]

TABLE 2: PERFORMANCE OF SIMILAR CONTRACTS. *

Name of delivered goods	Terms of the contract (year, month)	Cost of work	Customer (Company name, full name of the contact person, telephone)

*Requires at least two similar contracts during last 3 years on supply of machinery (including field and sport equipment).

[Name and signature of authorized person]

[Position]

[Date]

[Stamp of the company]

TERMS OF REFERENCE (TOR)

Joint Project of Public Service Agency under the Ministry of Justice of the Republic of Uzbekistan and UNDP Uzbekistan “Improved Public Service Delivery and Enhanced Governance in Rural Uzbekistan” financed by the EU

Re: Development of Communication Strategy of the Public Services Agency (PSA) for 2021-2025

1. Background

The Joint Project of Public Services Agency under the Ministry of Justice and UNDP Uzbekistan “Improved Public Services Delivery and Enhanced Governance in Rural Uzbekistan” financed by the EU (the Client) is implemented to improve the living standards of vulnerable people in rural areas, such as women, youth and children, the elderly and people with disabilities through increasing their access to public services and improving the quality of their delivery.

The project also aims to strengthen the citizen engagement by supporting various accountability arrangements that will enhance the participation of all parties in the decision-making process and access to information, and increase the transparency of the local governance system in the country.

One of the main components of the project is to raise public awareness about the benefits of using public services (Activity 2.3 of the Project Document - Improving access to information about public services through various channels). Thereby, the approved work plan of the Project provides for the development of the Communication Strategy of the Public Services Agency for 2021-2025 to identify priority and key areas for interaction with general public.

2. Project Objectives

Identification of Public Services Agency communication priorities, target audience, key messages, practices and tools for dissemination of information about the procedure for obtaining public services among existing and potential users of public services and stakeholders.

3. Scope of Work

- 3.1. Review of international experience in the development and implementation of communication strategies of the EU (France, Finland, etc., and not less than 5 countries) and the CIS (Russia, Kazakhstan, Moldova, etc.) countries for their applicability to the conditions of Uzbekistan. **(Output 1)**
- 3.2. Analysis of the organizational structure, used practices of communication and work with society of the Public Services Agency and the Ministry of Justice of the Republic of Uzbekistan to raise awareness, including work in social networks, with national and international media and work to improve the image of the Agency and the Ministry of Justice, as well as analysis of internal and external communication channels **(Output 1)**;
- 3.3. Development of the Communication Strategy of the Public Services Agency, including **(Output 1, 2 and 3)**:
 - to develop the strategy structure (content, goals, objectives, work organisation practices, expected results, etc.);
 - to determine the most effective organizational structure for working with the public;

- to define, designate, differentiate, and fragment the target audience;
 - to define the goals, methods and types of communication for each target audience with taking into account the availability of communication tools at different levels;
 - to develop products and activities for the effective awareness-raising, tailored to each target audience;
 - to develop the approaches for working with appropriate communication channels, methods of dissemination/provision/transmission of information in various types, formats and forms to improve the effectiveness of public relations;
 - to develop the Roadmap (work plan) with specific goals, results, indicators, and tools for implementing the strategy;
 - to define the process for effective monitoring of the Strategy implementation and the Roadmap;
 - to identify the required resources (human and financial) and the estimated budget for implementation of the Strategy.
- 3.4. Presentation of the PSA Communication Strategy and the Roadmap **(Output 4)**.
- to conduct the Strategy and RoadMap presentation.
- 3.5. Raising awareness of PSA PR specialists and journalists about new effective ways of communication, according to the Strategy **(Output 5)**.
- organization of two (2) trainings for not less than 20 journalists (10 from Tashkent city, 10 from pilot regions) on effective information transfer practices, the training should include:
 - 2 days of training include theoretical and practical part.
 - methodology and training schedule based on the assessment document.
 - all presentations and support training material to be copied on memory stick or hardcopies for distribution to participants on the first day of the training.
 - Pre-and post-training assessment of training participants.
 - organization of two (2) trainings for 15 public relation specialists of the PSA and no less than 80 public relation specialists of government agencies, providing public services on effective information transfer practices with engagement of an international trainer.
 - 2 days of training include theoretical and practical part.
 - methodology and training schedule based on the assessment document.
 - all presentations and support training material to be copied on memory stick or hardcopies for distribution to participants on the first day of the training.
 - Pre-and post-training assessment of training participants.
- 3.6. Participation, jointly with the PSA Press Service and UNDP Project in implementation of Communication Strategy at the initial stage **(Output 6)**:
- to conduct at least 5 events (one per each block of the roadmap/recommended communication tools), specified in the Strategy and the roadmap;
 - to prepare jointly at least 5 information materials, to be defined by the Strategy and the roadmap;

Notes: UNDP will provide venue for provision of trainings, stationery and other necessary presentation equipment. Moreover, participants will be provided with bottled mineral water in individual glass containers, coffee breaks and lunches.

3.7. Preparation and presentation of the final analytical report (post review) based on the Strategy implementation outcomes by the results of six (6) months of implementation, interviews, surveys, etc.

4. Expected Results and Deadlines

#	Results	Share from the total contract amount	Deadlines
1.	Analysis report of the current situation in organization of the Agency's communication activities and review of the relevant foreign experience in the development of communication strategy, and Strategy's general plan	10% payment of the total contract amount	no later than 20 calendar days from the date of signing the contract (approval by the UNDP within 5 working days)
2.	Draft version of the Strategy	20% payment of the total contract amount	no later than 35 calendar days from the date of approval of the Strategy's general plan (approval by the UNDP within 5 working days)
3.	Final version of the Strategy	20% payment of the total contract amount	no later than 15 calendar days from the date of approval of the Strategy's draft version (approval by the UNDP within 5 working days)
4.	Presentation of the Strategy and conducting trainings for the personnel	15% payment of the total contract amount	no later than 20 calendar days from the date of approval of the Strategy's final version (approval by the UNDP within 5 working days)
5.	Report on the conducted 2 trainings for PSA PR specialists and journalists	10% payment of the total contract amount	no later than 20 calendar days from the date of conducting events. (approval by the UNDP within 5 working days)
6.	Report on the implementation of activities together with the PSA, selected in accordance with paragraph 3.6 of this TOR	15% payment of the total contract amount 5	within the 6-months period after the approval of the Strategy and Action plan
7.	Analytical report (post review) based on the Strategy implementation outcomes by the results after six (6) months of implementation, interviews, surveys, etc.	10% payment of the total contract amount	no later than 25 calendar days from the date of completion of six (6) months after adoption of the Strategy (approval by the UNDP within 5 working days)

The above results must be completed no later than 255 calendar days from the date of signing the contract, to this end, the Service Provider must provide and agree on a work schedule with taking into account the specified deadlines.

5. Special and Technical Requirements:

- 5.1. All final results must be provided in Uzbek and Russian languages. The language for the development of working versions of documents can be discussed with the Client during the project implementation.
- 5.2. The final versions of the documents must be submitted in Uzbek and Russian in electronic form in MS Word format, presentations - in MS PPT format;
- 5.3. Language of communication in the framework of ongoing work Russian/English language
- 5.4. Hire a translator if necessary
- 5.5. UNDP should be kept informed about the progress of works conducted during implementation of services (every two weeks).

6. Qualification Requirements

- 6.1. An organization must meet the following criteria:
 - it must be a legal entity;
 - a contractor must have at least 3 years of experience in conducting analyses/research in the field of public relations;
 - at least 3 similar works performed by the Applicant within the last 5 years.
- 6.2. Provide methodology for strategy development:
 - proposed approach;
 - action/activities plan;
- 6.3. Organizational capacity that may have an effect on service delivery:
 - availability of a fixed place of business accessible by phone and availability of the permanent staff composed of at least three (3) people (specified in paragraph 6.4);
- 6.4. The Contractor must submit the resumes of the following experts:

Project Manager:

- at least 5 years of experience in project management;
- at least 3 years of experience in organizing the strategy/analytical documents development process;
- provide portfolio of completed projects (at least 3 projects).
- language skills: Russian language.

Expert on Strategy Development:

- higher education (minimum bachelor's degree or equivalent): majoring in economics/marketing/management/journalism;
- at least 3 years of experience in organizing the strategy/analytical documents development process and in analysis/research conducting.
- language skills: Russian and / or English

Specialist in communications, marketing, advertisement and PR:

- higher education (minimum bachelor's degree or equivalent): majoring in journalism/international relations/marketing/social sciences;
- at least 3 years of working experience in market research, analytics, strategy preparation and marketing communications.
- language skills: Russian and / or English

- 6.5. Written confirmation from each specialist that they are available for the entire term of the contract.

6.6. The successful company has the right to attract other experts and technical specialists for development of strategy. However, it is required the provision of CVs of each expert with detailed experience and at least 2 references with contact details (phone numbers and emails).

Moreover, the replacement of attracted and proposed in the original proposal experts by the Company during signing of a contract can be accepted only with prior approval of UNDP. The qualification of newly proposed expert must have the same or advanced qualification as the expert which proposed in the original proposal.

7. Payment

7.1. Payment for the delivered consulting services will be made according to the established rules and procedures of the United Nations Development Programme.

7.2. The cost of the legal examination shall include all costs directly related to the implementation of the tasks (fees for experts, field trips of specialists to the regions, transportation costs, hotel accommodation, translation costs and etc.), related to the study – for the entire contract period.