

United Nations Development Programme



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Resilient nations.*

REQUEST FOR PROPOSAL

Design and implementation of the "Easy and Accessible" communications campaign to raise citizen awareness of the new digital and mobile-based services and promote their use

RFP No.: 588-2021-UNDP-UKR-RFP-DIA

Project: Digital, Inclusive, Accessible: Support to Digitalization of State Services in Ukraine (DIA Support) Project

Country: Ukraine

Issued on: 5 July 2021

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PROPOSALS MUST BE SUBMITTED ON OR BEFORE THE DEADLINE INDICATED BY UNDP IN THE ETENDERING SYSTEM. PROPOSALS MUST BE SUBMITTED IN THE ONLINE ETENDERING SYSTEM IN THE FOLLOWING LINK: [HTTPS://ETENDERING.PARTNERAGENCIES.ORG](https://etendering.partneragencies.org) USING YOUR USERNAME AND PASSWORD. IF YOU HAVE NOT REGISTERED IN THE SYSTEM BEFORE, YOU CAN REGISTER NOW BY LOGGING IN USING THE BELOW USERNAME AND PASSWORD, AND FOLLOW THE REGISTRATION STEPS AS SPECIFIED IN THE SYSTEM USER GUIDE.18

USERNAME: EVENT.GUEST19

PASSWORD: WHY2CHANGE.....19

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Section 1. Letter of Invitation

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 procurement.ua@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:



Name: Denys Shliapkin
Title: Procurement Assistant
Date: **July 5, 2021**

Approved by:



Name: Ms. Agnes Kochan
Title: Operations Manager,
UNDP in Ukraine
Date: **July 5, 2021**



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 https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d</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 (www.ungm.org). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
2. 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 http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</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 http://www.un.org/depts/ptd/pdf/conduct_english.pdf</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 meet the eligibility requirements as established by UNDP.</p>

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"> 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; b) Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or c) Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP. <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"> a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices. <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>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. PREPARATION OF PROPOSALS	
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	<p>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.</p>
8. Documents	<p>8.1 The Proposal shall comprise of the following documents:</p>

Comprising the Proposal	<ul style="list-style-type: none"> 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	<p>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.</p>
10. Technical Proposal Format and Content	<p>10.1 The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP.</p> <p>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.</p> <p>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</p> <p>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.</p>
11. Financial Proposals	<p>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.</p> <p>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.</p> <p>11.3 Prices and other financial information must not be disclosed in any other place except in the financial proposal.</p>
12. Proposal Security	<p>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.</p> <p>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.</p> <p>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> <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"> a) If the Bidder withdraws its offer during the period of the Proposal Validity specified in the BDS, or;

	<p>b) In the event that the successful Bidder fails:</p> <p>i. to sign the Contract after UNDP has issued an award; or</p> <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> <p>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</p> <p>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.</p>
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</p>

	be available within one firm.
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"> 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; or 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; 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 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.
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</p>

	<p>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	
22. Submission	<p>22.1 The Bidder shall submit a duly signed and complete Proposal comprising the documents and forms in accordance with the requirements in the BDS. The submission shall be in the manner specified in the BDS.</p> <p>22.2 The Proposal shall be signed by the Bidder or person(s) duly authorized to commit the Bidder. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the bidding entity, or a Power of Attorney, accompanying the Proposal.</p> <p>22.3 Bidders must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Bidder fully accepts the UNDP General Contract Terms and Conditions.</p>
Hard copy (manual) submission	<p>22.4 Hard copy (manual) submission by courier or hand delivery allowed or specified in the BDS shall be governed as follows:</p> <ul style="list-style-type: none"> a) The signed Proposal shall be marked "Original", and its copies marked "Copy" as appropriate. The number of copies is indicated in the BDS. All copies shall be made from the signed original only. If there are discrepancies between the original and the copies, the original shall prevail. b) The Technical Proposal and the Financial Proposal envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each envelope SHALL clearly indicate the name of the Bidder. The outer envelopes shall: <ul style="list-style-type: none"> i. Bear the name and address of the bidder; ii. Be addressed to UNDP as specified in the BDS

<p>Email Submission</p> <p>eTendering submission</p>	<p>iii. Bear a warning that states <i>"Not to be opened before the time and date for proposal opening"</i> as specified in the BDS.</p> <p>If the envelopes and packages with the Proposal are not sealed and marked as required, UNDP shall assume no responsibility for the misplacement, loss, or premature opening of the Proposal.</p> <p>22.5 Email submission, if allowed or specified in the BDS, shall be governed as follows:</p> <ul style="list-style-type: none"> a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE. The financial proposal shall be encrypted with different passwords and clearly labelled. The files must be sent to the dedicated email address specified in the BDS. c) 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 correct password may result in the proposal being rejected. <p>22.6 Electronic submission through eTendering, if allowed or specified in the BDS, shall be governed as follows:</p> <ul style="list-style-type: none"> a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled. 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. 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. 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: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/
<p>23. Deadline for Submission of Proposals and Late Proposals</p>	<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>
<p>24. Withdrawal, Substitution, and Modification of Proposals</p>	<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</p>

	<p>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"> Preliminary Examination Minimum Eligibility and Qualification (if pre-qualification is not done) Evaluation of Technical Proposals Evaluation of Financial Proposals
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"> They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list;

	<ul style="list-style-type: none"> b) They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments, c) They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required; d) They are able to comply fully with UNDP General Terms and Conditions of Contract; e) They do not have a consistent history of court/arbitral award decisions against the Bidder; and f) They have a record of timely and satisfactory performance with their clients.
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 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;">TP Rating = (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;">FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p>Combined Score = (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)</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"> a) Verification of accuracy, correctness and authenticity of information provided by the Bidder; 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; 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; 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; e) Physical inspection of the Bidder's offices, branches or other places where business transpires, with or without notice to the Bidder; f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.
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, Repairable 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"> 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

	<p>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;</p> <p>b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and</p> <p>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</p> <p>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, Reject, Any or All Proposals	35.1 UNDP reserves the right to accept or reject any Proposal, to render any or all of 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 http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
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 https://popp.undp.org/layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&action=default 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	<p>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 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&action=default</p>
43. Liquidated Damages	<p>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.</p>
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: http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html</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 http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&referer</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	<p>Will be Conducted 13.07.2021, 15:00</p> <p>Via Zoom</p> <p>Tel. No. :+ 38 044 253-93-63</p> <p>To express your interest to take part please send notification to e-mail procurement.ua@undp.org point out tender reference 588-2021-UNDP-UKR-RFP-DIA-Communications campaign in subject, the title of the company, names and positions of the representatives including contact details in the body of e-mail. Link to zoom conference will be provided upon processing your inquiry.</p>
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 not be imposed
9	40	Performance Security	Not Required
10	18	Currency of Proposal	<p>United States Dollar</p> <p><input checked="" type="checkbox"/> Local currency (UAH) is also acceptable.</p> <p>For local companies: in case the offer was submitted in US dollars, payment will be provided in local currency (UAH) at the UNDP rate for the day of payment http://treasury.un.org</p>
11	31	Deadline for submitting requests for clarifications/ questions	5 days before the submission deadline
12	31	Contact Details for submitting clarifications/questions	<p>Focal Person in UNDP: Procurement Unit Address: 1, Klovsky Uzviz, 01021 Kyiv, Ukraine</p> <p>Tel. No. :+ 38 044 253-93-63 E-mail address dedicated for this purpose: procurement.ua@undp.org</p>
13	18, 19 and 21	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	Direct communication to prospective Proposers by email and Posting on the website http://procurement-notices.undp.org
14	23	Deadline for Submission	23.07.2021, 23:59 local time
14	22	Allowable Manner of Submitting Proposals	Submission by email
15	22	Proposal Submission Address	<p>Proposals must be submitted on or before the deadline indicated by UNDP in the eTendering system. Proposals must be submitted in the online eTendering system in the following link: https://etendering.partneragencies.org using your username and password. If you have not registered in the system before, you can register now by logging in using the</p>

			<p>below username and password, and follow the registration steps as specified in the system user guide.</p> <p>username: event.guest</p> <p>password: why2change</p> <p>In case you forgot your password, please do not create a new profile but rather use "forgotten password" function.</p> <p><u>Please note that bids received through any other address will not be considered.</u></p>
16	22	Electronic submission (email or eTendering) requirements	<ul style="list-style-type: none"> ▪ Format: PDF files, ZIP archives only ▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. ▪ All files must be free of viruses and not corrupted. ▪ Password for financial proposal <u>must</u> not be provided to UNDP until requested by UNDP ▪ Time Zone to be Recognized: [Kyiv +2] ▪ Max. File Size per transmission: 5 MB <ul style="list-style-type: none"> ▪ <i>Mandatory subject of email: 588-2021-UNDP-UKR-RFP-DIA-Communications campaign, please indicate the number of the proposal part, how many parts the proposal consists of, so that we can understand whether the proposal has been fully delivered.</i> ▪ Other conditions: <i>Proposers are solely responsible for ensuring that any and all files sent to UNDP are readable, that is, uncorrupted, in the indicated electronic format, and free from viruses and malware. Failure to provide readable files will result in the proposal being rejected.</i>
17	27 36	Evaluation Method for the Award of Contract	<p>Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively</p> <p>The minimum technical score required to pass is 70% of the obtainable score of 700 points.</p>
18		Expected date for commencement of Contract	August 13, 2021
19		Maximum expected duration of contract	Till February 21, 2022
20	35	UNDP will award the contract to:	One Proposer Only
21	39	Type of Contract	Purchase Order and Contract for Goods and Services for UNDP

22	39	UNDP Contract Terms and Conditions that will apply	UNDP General Terms and Conditions for Mixed Goods and Services http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
23		Other Information Related to the RFP	

Section 4. Evaluation Criteria

Required documents

- Company Profile, which should not exceed ten (10) pages, including printed brochures and product catalogues relevant to the goods/services being procured;
- Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder;
- Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation;
- Proposed working plan indicating the assignments implementation approach, proposed research methodology, a detailed description of timelines for each deliverable and indication of the persons responsible for each area of activity;
- Proof of at least 2 (two) projects (of conducting advocacy, awareness-raising, or media campaigns, preferably decentralized ones) carried out with state entities at the central level (any government branch) or international organizations / technical assistance projects, as demonstrated by the company profile and portfolio that is to be submitted with the proposal; Latest Audited Financial Statement (Income Statement and Balance Sheet) including Auditor's Report for the past 2 years
- Statement of Satisfactory Performance from the Top 3 Clients in terms of Contract Value the past 3 years
- Duly signed Technical and financial proposals as per Forms A, B, F and G. Financial proposal must be in a separate file and password protected. Technical proposal should include Proposed Methodology for the Completion of Assignment, including a detailed description of how the proposed approach and methodology meets or exceeds the requirements. All essential aspects should be addressed in sufficient detail, including a description of assessment methodology, approach to sampling and data collection, instruments for conducting the assessment (interviewers, facilities, data management, equipment). The methodology shall also include details of the Applicant's risk mitigation, technical and quality assurance review mechanisms, and any other comments or information regarding the approach and methodology (information should not exceed 15 pages).
- CVs of responsible staff highlighting experiences in servicing similar contracts, including relevant certificates, accreditations and awards received as per Form E, Section 3.
- List of corporate clients highlighting similar contracts for clients of comparable business nature and/or size as UNDP/UN;

Preliminary Examination Criteria

Submitted offers will be reviewed on "Pass" or "Fail" basis to determine compliance with the below formal criteria/ requirements:

Offers must be submitted within the stipulated deadline

Offers must meet required Offer Validity

Offers have been signed by the proper authority

Offers include requested company documentation, including documentation regarding the company's legal status and registration

Offers must comply with general administrative requirements:

- a) properly registered and licensed company

b) At least 5 (five) years of experience in the sphere of PR, communications, advertisement, or marketing with a proven record of social media and internet media communications, as demonstrated by the company profile that is to be submitted with the proposal. Other information is available on <http://www.undp.org.ua/en/tenders>;

For the information, please contact procurement@undp.org.ua

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
ELIGIBILITY		
Legal Status	Vendor is a legally registered entity.	Form B: Bidder Information Form
Eligibility	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
Conflict of Interest	No conflicts of interest in accordance with ITB clause 4.	Form A: Technical Proposal Submission Form
Bankruptcy	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
QUALIFICATION		
History of Non-Performing Contracts¹	Non-performance of a contract did not occur as a result of contractor default for the last 3 years.	Form D: Qualification Form
Litigation History	No consistent history of court/arbitral award decisions against the Bidder for the last 3 years.	Form D: Qualification Form
Previous Experience	At least 5 (five) years of experience in the sphere of PR, communications, advertisement, or marketing with a proven record of social media and internet media communications, as demonstrated by the company profile that is to be submitted with the proposal	Form D: Qualification Form

¹ Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted.

Financial Standing	Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability. <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	Form D: Qualification Form
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Technical Evaluation Criteria

Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with the evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that passed the minimum technical score of 70% (or 490 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

In the First Stage, the technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR) and as per the below Evaluation Criteria.

In the Second Stage, the price proposals of all offerors, who have attained a minimum 70% score in the technical evaluation, will be reviewed.

Overall evaluation will be completed in accordance with the cumulative analysis scheme, under which the technical and financial aspects will have pre-assigned weights on 70% and 30% of the overall score, respectively. The lowest cost financial proposal (out of technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for financial part (i.e. 300). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. $300 \text{ points} \times \text{lowest price} / \text{quoted price}$.

The winning proposal will be the one with the highest number of points after the points obtained in both technical and financial evaluations, respectively, are added up. The contract will be devoted to the bidder that submitted the winning proposal

Summary of Technical Proposal Evaluation Form		Score weight	Max points obtainable	Company profile			
1	Expertise and standing of the company submitting the proposal	28,5%	200				
2	Proposed technical approach	43%	300				
3	Qualification of Key Personnel	28,5%	200				
	Total	100%	700				
	Remarks						

Evaluation forms for technical proposals follow. 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 Evaluation Forms are:

Form 1. Expertise and standing of the company submitting the proposal

Form 2. Proposed technical approach

Form 3. Personnel

Technical Proposal Evaluation Form 1		Points obtainable	Company		
			A	B	C
Expertise and standing of the organization submitting the proposal					
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	30			

	<ul style="list-style-type: none"> Well-known reputable market player, demonstrating financial stability – 30 points; Small-size organization, meeting minimum requirements to experience and financial standing – 20 points. 				
1.2	<p>Positive feedback from previous clients (including government clients and counterparts, if applicable) regarding relevant projects and the quality of works completed as embodied in the letters of recommendation</p> <ul style="list-style-type: none"> 5 or more letters of recommendation that quote excellent performance – 50 points; 3-4 letters of recommendation that quote highly satisfactory or excellent performance – 40 points; At least 2 letters of recommendation that quote satisfactory performance – 30 points. 	50			
1.3	<p>Years of experience in the sphere of PR, communications, advertisement, or marketing, as demonstrated by the company profile that is to be submitted with the proposal</p> <ul style="list-style-type: none"> Over 15 years – 30 points; From 11 to 15 years – 25 points; From 6 to 10 years – 20 points; At least 5 years – 15 points. 	30			
1.3	<p>Relevance of the 2 (two) projects similar to this one in scope and essence (awareness-raising and behavioral change campaigns, preferably including regional and national outreach) carried out with state entities at the central level (any government branch) or international technical assistance projects, as demonstrated by the company profile</p> <ul style="list-style-type: none"> 3 (three) or more highly relevant projects, considering the scope and nature of services provided – 70 points; At least 2 (two) highly relevant projects, considering the scope and nature of services provided – 60 points; At least 2 (two) relatively relevant projects, which scope or nature are slightly relevant – 50 points. 	70			
1.4	<p>Experience of working on projects to enhance the use of electronic public services or of promoting accessibility of government-citizen interactions (asset qualification)</p>	20			
Total for Form 1		200			

Technical Proposal Evaluation Form 2		Points Obtainable	Company		
			A	B	C
Proposed technical approach					
2.1	Clarity and relevance of the proposed approach / vision (cumulative): <ul style="list-style-type: none">Detailed methodology and clear identification of implementation steps – 50 points;Understanding of all necessary stages and complexity of the assignment – 50 points;More in-depth identification of the target audiences and communications channels than provided by the TOR showing substantive preparatory work – 50 points	Up to 150			
2.2	A well-built working plan with a timeline for the deliverables: <ul style="list-style-type: none">The work plan provides a holistic and detailed description of the logical and realistic sequence of main activities, their timeframe, describes of how the management of the work will be done; lists the partnerships that will be established – up to 150 points;The work plan meets the objectives in general, but the timeframe is overstated/understated – up to 130 points;The work plan does not fully include the clear and direct linkage between the activities and the results to be achieved and requires substantive clarifications – up to 110 points	Up to 150			
Total for Form 2		300			

Technical Proposal Evaluation Form 3		Points Obtainable	Company		
			A	B	C
Personnel					
	Project Manager/ Team Leader (one person)				
3.1	Education: Advanced University degree (Master's/ Specialist) or equivalent in Management, Social Science, Marketing, Communications, Advertising or related field. <ul style="list-style-type: none">PhD or post-doctoral degree – 15 pointsAt least Master's/ Specialist degree – 12 points	15			
3.2	Experience: At least 3 years of professional experience in project management.	15			

	<ul style="list-style-type: none"> Over 7 years – 15 points From 4 to 6 years – 12 points At least 3 years – 10 points 				
3.3	At least 5 years of experience in conducting awareness-raising/advocacy/media or communication campaigns. <ul style="list-style-type: none"> Over 12 – 15 points Between 9 and 11 – 10 points Between 6 and 8 – 7 points At least 5 – 5 points 	15			
3.4	Experience of working with the Diia system or with similar campaigns promoting electronic public services, their use, or accessibility issues as an asset	5			
	Subtotal	Up to 50			
	Copywriter (one person)				
3.5	Education: Advanced University degree (Master's/ Specialist) or equivalent in Linguistics, Journalism, Communications, Advertising, Marketing or related field. <ul style="list-style-type: none"> PhD or post-doctoral degree – 10 points At least Master's/ Specialist degree – 7 points 	10			
3.6	Experience: At least 3 years of proven experience in copywriting/editing/journalist or a related field. <ul style="list-style-type: none"> Over 8 years – 15 points From 4 to 7 years – 12 points At least 3 years – 10 points 	15			
3.7	Portfolio of at least 3 successfully completed projects similar to this one. <ul style="list-style-type: none"> Over 7 – 15 points Between 4 and 6 – 12 points At least 3 – 10 points 	15			
3.8	Experience of working with the Diia system or with similar campaigns promoting electronic public services, its use, or its accessibility as an asset	10			
	Subtotal	Up to 50			
	Social Media Specialist (SMM manager) (one person)				
3.5	Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Philology, Journalism, Communications, Advertising, Marketing or related field. <ul style="list-style-type: none"> Master's/ Specialist degree – 10 points 	10			

	<ul style="list-style-type: none"> At least Bachelor's degree or demonstrated professional training (non-degree) – 7 points 				
3.6	<p>Experience: At least 3 years of experience in digital/social media, familiarity with social analytics tools.</p> <ul style="list-style-type: none"> Over 7 years – 20 points From 4 to 6 years – 17 points At least 3 years – 15 points 	20			
3.7	<p>Portfolio of at least 3 successfully completed projects similar to this one.</p> <ul style="list-style-type: none"> Over 7 – 20 points Between 4 and 6 – 17 points At least 3 – 15 points 	20			
	Subtotal	Up to 50			
	Designer (one person)				
3.5	<p>Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Design, Visual communication, Advertising or related field.</p> <ul style="list-style-type: none"> Master's/ Specialist degree – 10 points At least Bachelor's degree or demonstrated professional training (non-degree) – 7 points 	10			
3.6	<p>Experience: At least 3 years of experience in design and communication.</p> <ul style="list-style-type: none"> Over 8 years – 10 points From 3 to 7 years – 8 points At least 3 years – 6 points 	10			
3.7	<p>Portfolio of at least 3 successfully completed projects similar to this one.</p> <ul style="list-style-type: none"> Over 7 – 20 points Between 4 and 6 – 17 points At least 3 – 15 points 	20			
3.8	<p>Experience of working with the Diia system or with similar campaigns promoting electronic public services, its use, or its accessibility as an asset</p>	10			
	Subtotal	Up to 50			
Total for Form 3		200			

Section 5. Terms of Reference

Terms of Reference

For design and implementation of the "Easy and Accessible" communications campaign to raise citizen awareness of the new digital and mobile-based services and promote their use

RFP/2021/588

Project name:	UNDP: Digital, Inclusive, Accessible: Support to Digitalisation of State Services in Ukraine (DIA Support) Project
Starting date of assignment:	August 2021
End date (if applicable):	On or before 21 February 2022
Management arrangements:	Reporting to the DIA Support Digital Literacy Specialist
Selection method:	Highest Combined Score (based on the 70% technical offer and 30% price weight distribution). Two-step procedure with the highest number of points in a combined assessment of both technical qualifications and the price proposal
Payment arrangements:	Payments linked to deliverables

1. BACKGROUND

In 2020, the Ministry of Digital Transformation of Ukraine (MDT) launched a new era in the country's digital transformation by developing and operationalizing numerous online services. However, despite the roaring success of the first steps, research suggests (<https://cutt.ly/jnFomdn>) that Ukrainians **still face barriers** on their way to enjoy the simplicity and comfort of digitally-transformed solutions: thus, out of the 47% of Ukrainians who – for some reason – did not use any electronic service recently, 24% reported poor digital literacy skills, 21% stated that they had no device to access the services from, and 9% reported having no trust to e-services.

Accessibility of online services remains another significant issue for Ukraine. Testing, which was done between October and February 2021 on 80+ online public portals or resources that offer electronic services, showed that none of them were fully compliant with the WCAG criteria (<https://cutt.ly/vnFahy8>). For example, only 5% of the electronic service portals enabled the users to quickly locate page contents when using screen-reader assistive software.

At the same time, Ukraine and its digitalization agenda show no signs of stopping, as more and more services and digitalized business processes are lined up for takeoff and the President's political commitment to inaugurate **the "paperless era"** in Ukraine starting August this year. Such efforts run parallel to activities under the National Strategy on the Barrier-Free Environment in Ukraine (<https://cutt.ly/CnFalF3>), adopted in April 2021. The Strategy focuses on six spheres and recognizes digital accessibility as one of the critical areas for building greater inclusiveness. UNDP supports these efforts and assists the Government of Ukraine in fostering digital transformation

based on principles of equality and universality and in line with the 2030 Agenda for Sustainable Development and UNDP's vision for post-COVID recovery (<https://cutt.ly/XnFsdX>).

UNDP Ukraine's efforts to support MDT are versatile and spread over several projects and initiatives. Since 1 January 2021, UNDP launched its Digital, Inclusive, Accessible: Support to Digitalization of State Services in Ukraine (DIA Support) Project (<https://cutt.ly/NnFdOVI>). Supported by the Swedish Embassy, the Project is designed to strengthen Ukraine's institutions' abilities to craft digitalized services to be used by Ukraine's vulnerable populations, taking into account the Human Rights-Based Approach to policymaking (<https://cutt.ly/dnFdSgU>).

The DIA Support project follows a mission to advocate for **better and multifaceted inclusivity** when **developing or rendering** electronic services, making sure that there are mechanisms for the low-income populations to receive services through CNAPs. It aims to bridge the digital divide between generations and different social groups in Ukraine, specifically seniors and retirees, persons with disabilities, people living below the poverty line, people living in rural areas, young people living in conflict-affected areas, ethnic minorities (especially the Roma population), and IDPs. It will also work with and assist veterans returning to civilian life.

2. MAIN OBJECTIVE OF THE ASSIGNMENT

As the Project picks up steam and identifies the services that it will be working on until the end of 2021, two directions have already been crystallized and pre-agreed with MDT as the core partner. The works requested below are conducted under the DIA Support Project Output 3 "Ukrainian women and men know more about digital and mobile-based services available to them and use these services more to meet their needs." To meaningfully contribute to the output, the intended two-pronged communications campaign should increase awareness of Ukrainian women and men about digital and mobile-based services available to them and fill the gaps in knowledge, trust, and skills so that the citizens are ready to divert from their behavioural patterns and begin the use of the new services through channels previously unknown to them.

The underlying **assumption** is that if the demand-side of the process (citizen-customers) is approached with targeted communication, feels inclusivity, and knows that they will be supported in efforts to use the new digitally-transformed and mobile-based systems, then women and men will use new services more and with higher levels of satisfaction, because they will feel more confident in their skills, throughout interactions with the authorities, and will enjoy the support (hotline or in-person) that is given to them to use the new services.

Therefore, the main objective of the assignment, to be completed by a highly qualified vendor specializing in PR and communications, is to help conduct a **communications campaign "Easy and Accessible"** (technical naming that will be changed) to raise citizens' awareness about new digital and mobile-based services and to promote their use. The communications campaign should be based on the "Diia" style guide for ease of recognition (<https://cutt.ly/WnFfHH3>) but shall be **aligned**, content-wise, with the **needs, preferences, and challenges** of women and men from the **specific target groups**. Upon the design of the draft campaign materials, the proposed approaches and creative solutions shall be tested with women and men from the defined target groups and only then sent to production and distribution. The campaign activities will vary in their

use of communications channels and the materials that will be used to reach audiences of different ages, sex, residence, economic and disability status, etc.

While it would be desirable for the bidders to have a **definitive list** of services that are up for development in relation to the intended communications campaign, only a preliminary, non-committed list may be presented at this point in time.

Amongst others, the Project is considering assistance to the following services but has not yet committed to any of them:

- Allocation of a subsidy (approximate clients per year – 3,5 million);
- Calculation and approval of pension/retirement benefits (approximate clients per year – 0,6 million);
- Calculation and allocation of welfare to single mothers (approximate clients per year – 0,9 million);
- Re-confirmation of living expense (rental) compensation for IDPs (approximate clients per year – 160K);
- Allocation of welfare to cover expenses of persons who have foster children (approximate clients per year – 40K);
- Calculation and approval of welfare for persons with disabilities (approximate clients per year – 9K);
- Calculation and approval of welfare for persons who take care of a sick child (approximate clients per year – 5K);
- Allocation of welfare to parents who have just adopted a child (approximate clients per year – 3K);
- Electronic pension ID through the Diia app;
- Certificates [OK-5 and OK-7](#) in Diia (approximate clients per year – 2,7 million);
- Certificate about a pensioner's income (approximate clients per year – 0,8 million);
- Excerpt from the roster of socially insured persons (approximate clients per year – 95K);

3. SCOPE OF WORK AND EXPECTED OUTPUTS

The two-pronged communications campaign shall be designed not only as a **cost-efficient awareness-raising tool** ("*now I know*") but also as a **low-cost-per-conversion behavioural change catalyst** ("*now I know and I already tried*") – to nudge people to change their behavioural patterns and start using new electronic services.

The campaign shall **not envisage expensive outreach channels** – such as prime-time television advertisement, massive use of billboards, and should not be heavily concentrated on Kyiv media (where prices are significant) unless cost-free options for cooperation are in place.

Instead, the campaign should heavily rely on **potential no-cost partnerships with businesses and state companies**, use existing networks of CNAPs, utilize lower-cost (if compared to outdoor billboards) online campaign alternatives while also seeking out approaches that reach out to non-digitally-savvy target audiences. The **involvement of celebrities cannot be covered financially**, and, where at all possible, the campaign should utilize the already existing channels of

government-citizen interaction to benefit from it and deliver the message payload². The emphasis of all campaign approaches and initiatives should be (in order of priority) on a) lowest cost per contact, b) best possible aim at the target audience, c) highest possible conversion rate into action.

To date, **two dominating topics** have been identified for the two "wings" of the campaign (please note that the details may change and will be discussed thoroughly with the winning bidder in partnership with MDT):

1) **Ease**. As there is a growing number of services being digitally transformed and the country is headed towards eliminating paper certificates for citizens, it is important to emphasize the benefits brought by such digital transformation. The key focus and message for citizens-clients are that using new electronic services is easy, fast, and effortless. This theme is expected to receive roughly **30% of the implementing team's attention and financial resources**.

2) **Accessibility**. As there are citizens with disabilities, elderly, economically underprivileged for whom the use of electronic services in the format currently proposed is difficult (e.g., the relevant tools are not adapted to screen readers and / or have other visual limitations, people possess no devices of their own) and people who are not willing to use electronic services due to the lack of digital skills, it is important to tell them about a variety of methods of accessing electronic public services, evoking their interest and trust towards new solutions. Finally, the economically vulnerable population groups should not be left behind. This theme is expected to **receive approximately 70% of the resources for implementation**.

According to the two topics, there are two loosely defined **target audiences** of the campaign. It is expected that in triangular collaboration between the winning bidder, UNDP and MDT, the "target audience portraits" will be enriched and made more precise or altered as necessary.

For the overarching topic of "**ease**" (aligned with the "paperless" initiative):

- **Young people under 30 years old**, characteristics:
 - a. 18-25 years old: tech-savvy, people just graduated from high-schools or universities, not deeply interested in politics and do not follow the news from the public sector, including in the sphere of digital transformation, are unaware of the possibilities of digital services available, and will be surprised if told that they need certain certificates or "dovidka" in their life. They are **unprepared to deal with the state bureaucracy**. They could have already obtained their first job (possibly a freelance one) and could have already encountered some issues – for instance, registering their place of residence or opening up a private enterprise.
 - b. 25-30 years old: tech-savvy, young professionals who reside in regional small towns, young parents, people who are performing first purchases of movable (car) and immovable (apartment) property. Hence, they are **highly likely to encounter problems** with (re)registration of such property, application for social services. The focus in this

² Recall, for instance, campaigns that have used the back side of GIOZ bills that are delivered by UkrPoshta to be used as communications and outreach mediums.

group is not on the advanced "early adopters" of e-services who are already using Diia, but rather on people who, **while having the technical skills, are hesitant to start using them** due to their own reasons: distrust, preference to offline services ("paper is more robust"), lack of knowledge availability of such services, etc.

For the topic of "**accessibility**" (aligned with the UNDP and MDT efforts to increase visual, economic, skill-based accessibility of electronic services):

- **Dwellers of regional small towns and villages over 50 years old:** lacking the full spectrum of digital skills (limited use of technology, including smartphones and tablets), socialized in the times of USSR with an inherent prevalence of bureaucracy, **prefer to apply for services in-person** by visiting corresponding institutions – they might not like it but they are convinced that it is the only possible and guaranteed way to obtain a service, and have mistrust of information that is "digital only." At an older age, they also use waiting lines as social interactions (loneliness). They treat new technology, not only electronic services, with certain **distrust and suspicion**, are reluctant to start learning about e-services because they are afraid that it is too hard and will take a long time. Hence, they are treating technology either as untrustworthy instruments or as a barrier (for instance, in case of a "digital by default" option). Separate sub-groups that could be further outlined include a) people with disabilities (including visual impairments), b) people whose economic status does not allow for purchase or maintenance of an internet-enabled device, c) people with lower levels of digital skills.

The description of the target audience groups is to be detailed by a selected contractor upon the development of a campaign concept and testing of messages in cooperation with UNDP and MDT.

As noted, in light of limited resources available, intended funding for the two campaign "wings" should be roughly allocated as follows: roughly 30% of the resources allotted for campaign materials' design, production and distribution should go to the "ease" theme (TA of under 30 years of age). Approximately 70% of the resources need to go to developing, producing and disseminating materials under the "accessibility" theme (TA of 50+, vulnerable groups).

The ultimate objective of the campaign is to nudge Ukrainians through outreach in two broad streams to start using electronic public services by:

1. Raising awareness on the new digital and mobile-based services available for use;
2. Building trust towards the online public services;
3. Convincing that using online services is easy and does not require much effort;
4. Describing various possibilities of accessing these services (it can be used via a smartphone, PC, or upon the request to a Centre for Administrative Service Provision (CNAP) / Diia Centre);
5. Encouraging to use services and help other people to access them.

The campaign is expected to reach no fewer than 2 million Ukrainians through various channels with its messages and gain a prompted recognition rate of the materials (campaign events) at least 2,5% of the population in the nation-wide representative poll.

It is expected that at least 15% of those who could recall being exposed to the campaign materials will have tried to use at least one service (conversion rate), and over 80% who remember seeing the campaign materials would report that now they have more / better information / knowledge / skills to access the electronic services.

Omnibus-based outcome evaluation of the campaign (4-5 questions) **is to be included into the comprehensive proposal.**

The campaign should include the promotion of the use of services among target audiences, using the appropriate communication channels. Such communication channels could include (but will not be limited to) social advertising (if offered free of charge), Internet, social networks, as well as offline events and promotions in coordination with national leading media ("special projects"), regional state institutions working with target groups (e.g., territorial centres of social services provision and social protection of the population, CNAPs, etc.). In conducting such events, as well as during / in the case of advertising development, the focus should be on smaller towns of the country, the inhabitants of which are more affected by the digital divide. This is also intended as a **cost-saving measure** due to the high prices of engagements in the capital or megapolises.

The campaign is **not prioritizing** Kyiv, Kharkiv, Odesa, Lviv, Zaporizhzhia, Dnipro or other major oblast-level cities as primary targets. While certain activities may be held there (in consultation with MDT), the overall campaign should allocate most of the resources to towns and settlements that have, to date, **enjoyed less attention in terms of awareness-raising and behavioural change "nudging."**

As such, **expensive materials or outreach methods** (for instance, production of high-end TV-ready advertisement clips) should be **avoided**, instead focusing on the formats that allow for better targeting online (for the digitally-savvy audiences) and offline outreach in places where the target groups are likely to come into contact with state-service-related situations (for the non-digital or hesitant audiences).

Deliverables

Deliverable #	Deliverable description	Deadline
Deliverable 1	An approved general concept of the campaign, based on the vision that was submitted with the bid, and honed through discussions with UNDP and MDT.	Within 10 working days after signing the Contract
Deliverable 2	A detailed communications campaign strategy that contains but is not limited to the following elements (to be approved by UNDP and MDT): <ul style="list-style-type: none"> Detailed "portrait" (persona) for the campaign target groups based on UNDP research, internal intelligence of the contractor, analysis of MDT materials and other sources; Key messages, communication channels, and techniques/tools to deliver the messages to the proposed target audiences; 	Within 15 working days after acceptance of Deliverable 1

	<ul style="list-style-type: none"> • Implementation plan (calendar plan) with clear deadlines and milestones; • Analysis of potential risks and mitigation measures; • Brief description of team roles and responsibilities; • Monitoring and evaluation plan of campaign implementation. The plan shall include not only reporting on the number of "contacts" and "engagements" but also foresee an omnibus-type questionnaire to determine a) prompted recognition of materials and b) determination of whether the respondent made the step to use a service.³ Intended KPIs for the campaign (apart from those already stated in the TOR). 	
Deliverable 3	<p>Developed, tested, and produced communications materials.</p> <p>Depending on the approaches laid out in the detailed communications campaign strategy, the materials can include but will not be limited to:</p> <ul style="list-style-type: none"> • a series of materials (a social media campaign) for viral dissemination on social media sites (TikTok, Instagram, Facebook, Telegram or other as proposed by the selected contractor); • social advertising posters for outdoors (e.g., lightboxes) promoting ease and accessibility of e-services – in case economically feasible; • information materials, series of thematic articles to promote the use of e-services in leading online media outlets of the national and local level; • special projects with national TV media, such as morning shows (e.g. "Snidanok") or a series of news-stories concentrated on people's life stories and digital transformation as part of the news – if offered free of charge; • special projects with the large-scale national retailers or companies (e.g. "Fora", "ATB", UkrPoshta) to reach out to their customers and likely potential clients for electronic service use, including creative approaches such as running an electronic service day each Friday for one month with mobile electronic service "one stop-shops"; 	<p>Within 25 working days of acceptance of Deliverable 2</p>

³ For guidance on expected measurement of communications campaign effectiveness beyond exposures and contacts with the advertisement mediums, please see pages 48 – 57 of the World Bank's "Strategic Communication for Development Leaders. A toolkit for team task leaders" publication at <https://cutt.ly/inFcgtC>. The costs for end-of-campaign data collection and reporting ought to be included into the proposal.

	<ul style="list-style-type: none"> materials and approaches to their distribution to cover those Ukrainians, who may have gaps in accessing electronic services (visual, physical, economic, knowledge-related barriers); at least 1 (one) offline event and/or activity should be held to ensure the maximum outreach and publicity for the campaign. Provide media support to this event. <p>The materials should reach 2 million Ukrainians through various channels with messages and gain a prompted recognition rate of at least 2.5% of the population in the nation-wide representative poll (2000+ respondents).</p>	
Deliverable 4	<p>Preliminary report on the campaign as approved by UNDP in consultation with MDT that contains, at the minimum, the following elements:</p> <ul style="list-style-type: none"> Progress towards KPIs stipulated in Deliverable 2; Issues, difficulties and lessons learned so far. <p>Questionnaire for the omnibus polling (CATI or face-to-face) to gauge recognition of the campaign materials (unprompted / prompted recall rate) and action upon contact (behavior change). The questionnaire is to be approved by UNDP in consultation with MDT.</p>	<p>Within 45 working days of completing Deliverable 3</p>
Deliverable 5	<p>Final report for the campaign, as approved by UNDP in consultation with MDT, that contains, at the minimum, the following elements:</p> <ul style="list-style-type: none"> Final numbers on the progress towards KPIs; Results of the polling (both raw data disaggregated by sex, age, region, economic status, profession / employment status and Excel graphs with cross-tabulations); Recommendations for further campaigns and lessons learned for the future. 	<p>Within 20 working days of completing Deliverable 4</p>

4. MONITORING / REPORTING REQUIREMENTS:

The Contractor shall report to the DIA Support Digital Literacy Specialist and work in close collaboration with the DIA Support PR / Communications Associate and the DIA Support Community Liaison and Outreach Associate. All deliverables shall be approved by UNDP in written form through e-mail after consultations with MDT.

All documents should be transmitted to UNDP electronically (formats of *.docx, *.xlsx, *.pptx, *.pdf, *.jpg, *.svg or other commonly used formats) in Ukrainian. UNDP will provide payments upon provision of deliverables duly certified by UNDP per the table above.

5. REQUIREMENTS FOR THE CONTRACTOR

The task foresees that the following minimum requirements are in place for the companies applying to perform the works as specified above:

- A properly registered **company** (private enterprise, LLC, other type of a business).
- At least **5 (five) years of experience** in the sphere of PR, communications, advertisement, or marketing with a proven record of social media and internet media communications, as demonstrated by the company profile that is to be submitted with the proposal;
- Proof of at least **2 (two) projects** (of conducting advocacy, awareness-raising, or media campaigns, preferably decentralized ones) carried out **with state entities at the central level** (any government branch) or **international organizations / technical assistance projects**, as demonstrated by the company profile and portfolio that is to be submitted with the proposal;
- The experience of working on projects aiming to enhance the use of electronic public services or of promoting its accessibility is considered an asset;
- At the minimum, a **team** of the following specialists on board (labor agreement, private entrepreneur contract, or another form of involvement):
 - **Project Manager/Team Leader**
 - Education: Advanced University degree (Master's/ Specialist) or equivalent in Marketing, Communications, Advertising, Management, Social Science or related field;
 - Experience: At least 3 years of professional experience in managing communications projects and initiatives;
 - At least 5 years of experience of working in a team that designs and implements awareness-raising/advocacy/media or communications campaigns;
 - Fluent Ukrainian and upper-intermediate level of English.
 - **Copywriter**
 - Education: Advanced University degree (Master's/ Specialist) or equivalent in Linguistics, Journalism, Communications, Advertising, Marketing or related field;
 - Experience: At least 3 years of proven experience in copywriting/editing/journalism or a related field;
 - Portfolio of at least 3 successfully completed projects similar to this one;
 - Fluent Ukrainian/Russian and upper-intermediate level of English.
 - **Social Media Specialist (SMM manager)**

- Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Philology, Journalism, Communications, Advertising, Marketing or related field;
 - Experience: At least 3 years of experience in digital/social media, familiarity with social analytics tools;
 - Portfolio of at least 3 successfully completed projects similar to this one;
 - Fluent Ukrainian/Russian and advanced level of English language.
- **Designer**
 - Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Design, Visual communication, Advertising or related field;
 - Experience: At least 3 years of experience in design and communication;
 - Portfolio of at least 3 successfully completed projects similar to this one;
 - Fluent Ukrainian.

6. DOCUMENTS TO BE SUBMITTED AS PART OF THE TECHNICAL PROPOSAL

- **Organizational profile** which should not exceed ten (10) pages but should include references to previous experiences, work with state entities and provide other information necessary to make an informed selection based on the company's reputation and track record (including a portfolio). Information on at least two previously completed projects similar to this one in scope and essence;
- **Technical proposal (approach)** explaining how the organization proposes to handle the task at hand (vision) and what the proposed draft working plan is with a timeline for the deliverables and preliminary identification of a) materials to be developed, b) channels to be used;
- At least 2 **letters of reference** from previous clients specifying the types of projects a company worked on and tasks that were performed;
- Description of the **proposed team**, including CVs of the team, suggested and relevant data that allows assessing their experience in similar engagements;
- **Copy of state registration document and taxpayer certificate;**
- **Copy of balance sheets past 2 recent years for evaluation of financial sustainability;**
- A **financial proposal** in line with the instructions provided in the RFP.

7. EVALUATION CRITERIA

A two-stage procedure is utilized in evaluating the proposals, with an evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that have passed the minimum technical score of 70% (or 490 points) of the obtainable score of 700 points in the evaluation of the technical proposals. At the First Stage, the technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR) and as per below Evaluation Criteria.

At the Second Stage, the price proposals of all offerors, who have attained minimum 70% score in the technical evaluation, shall be reviewed.

The overall evaluation shall result from a cumulative analysis, under which the technical and financial aspects will have pre-assigned weights on 70% and 30% of the overall score, respectively. The lowest cost financial proposal (out of technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for the financial part (i.e. 300). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 300 points x lowest price / quoted price.

The winning proposal shall be the one with the highest number of points after the points obtained in both technical and financial evaluations, respectively, are added up. The contract will be awarded to the bidder who had submitted the winning proposal.

Technical evaluation criteria

Summary of Technical Proposal Evaluation Form		Score weight	Max points obtainable	Company profile			
1	Expertise and standing of the company submitting the proposal	28,5%	200				
2	Proposed technical approach	43%	300				
3	Qualification of Key Personnel	28,5%	200				
	Total	100%	700				
	Remarks						

Evaluation forms for technical proposals follow. 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 Evaluation Forms are:

Form 1. Expertise and standing of the company submitting the proposal

Form 2. Proposed technical approach

Form 3. Personnel

Technical Proposal Evaluation Form 1		Points obtainable	Company		
			A	B	C
Expertise and standing of the organization submitting the proposal					
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing <ul style="list-style-type: none">Well-known reputable market player, demonstrating financial stability – 30 points;Small-size organization, meeting minimum requirements to experience and financial standing – 20 points.	30			
1.2	Positive feedback from previous clients (including government clients and counterparts, if applicable) regarding relevant projects and the quality of works completed as embodied in the letters of recommendation	50			

	<ul style="list-style-type: none"> • 5 or more letters of recommendation that quote excellent performance – 50 points; • 3-4 letters of recommendation that quote highly satisfactory or excellent performance – 40 points; • At least 2 letters of recommendation that quote satisfactory performance – 30 points. 				
1.3	<p>Years of experience in the sphere of PR, communications, advertisement, or marketing, as demonstrated by the company profile that is to be submitted with the proposal</p> <ul style="list-style-type: none"> • Over 15 years – 30 points; • From 11 to 15 years – 25 points; • From 6 to 10 years – 20 points; • At least 5 years – 15 points. 	30			
1.3	<p>Relevance of the 2 (two) projects similar to this one in scope and essence (awareness-raising and behavioral change campaigns, preferably including regional and national outreach) carried out with state entities at the central level (any government branch) or international technical assistance projects, as demonstrated by the company profile</p> <ul style="list-style-type: none"> • 3 (three) or more highly relevant projects, considering the scope and nature of services provided – 70 points; • At least 2 (two) highly relevant projects, considering the scope and nature of services provided – 60 points; • At least 2 (two) relatively relevant projects, which scope or nature are slightly relevant – 50 points. 	70			
1.4	Experience of working on projects to enhance the use of electronic public services or of promoting accessibility of government-citizen interactions (asset qualification)	20			
Total for Form 1		200			

Technical Proposal Evaluation Form 2		Points Obtainable	Company		
			A	B	C
Proposed technical approach					
2.1	Clarity and relevance of the proposed approach / vision (cumulative): <ul style="list-style-type: none">Detailed methodology and clear identification of implementation steps – 50 points;Understanding of all necessary stages and complexity of the assignment – 50 points;	Up to 150			

	<ul style="list-style-type: none"> More in-depth identification of the target audiences and communications channels than provided by the TOR showing substantive preparatory work – 50 points 				
2.2	<p>A well-built working plan with a timeline for the deliverables:</p> <ul style="list-style-type: none"> The work plan provides a holistic and detailed description of the logical and realistic sequence of main activities, their timeframe, describes of how the management of the work will be done; lists the partnerships that will be established – up to 150 points; The work plan meets the objectives in general, but the timeframe is overstated/understated – up to 130 points; The work plan does not fully include the clear and direct linkage between the activities and the results to be achieved and requires substantive clarifications – up to 110 points 	Up to 150			
Total for Form 2		300			

Technical Proposal Evaluation Form 3		Points Obtainable	Company		
			A	B	C
Personnel					
	Project Manager/ Team Leader (one person)				
3.1	Education: Advanced University degree (Master's/ Specialist) or equivalent in Management, Social Science, Marketing, Communications, Advertising or related field. <ul style="list-style-type: none">• PhD or post-doctoral degree – 15 points• At least Master's/ Specialist degree – 12 points	15			
3.2	Experience: At least 3 years of professional experience in project management. <ul style="list-style-type: none">• Over 7 years – 15 points• From 4 to 6 years – 12 points• At least 3 years – 10 points	15			
3.3	At least 5 years of experience in conducting awareness-raising/advocacy/media or communication campaigns. <ul style="list-style-type: none">• Over 12 – 15 points• Between 9 and 11 – 10 points• Between 6 and 8 – 7 points• At least 5 – 5 points	15			

3.4	Experience of working with the Diia system or with similar campaigns promoting electronic public services, their use, or accessibility issues as an asset	5			
	Subtotal	Up to 50			
	Copywriter (one person)				
3.5	Education: Advanced University degree (Master's/ Specialist) or equivalent in Linguistics, Journalism, Communications, Advertising, Marketing or related field. <ul style="list-style-type: none"> • PhD or post-doctoral degree – 10 points • At least Master's/ Specialist degree – 7 points 	10			
3.6	Experience: At least 3 years of proven experience in copywriting/editing/journalist or a related field. <ul style="list-style-type: none"> • Over 8 years – 15 points • From 4 to 7 years – 12 points • At least 3 years – 10 points 	15			
3.7	Portfolio of at least 3 successfully completed projects similar to this one. <ul style="list-style-type: none"> • Over 7 – 15 points • Between 4 and 6 – 12 points • At least 3 – 10 points 	15			
3.8	Experience of working with the Diia system or with similar campaigns promoting electronic public services, its use, or its accessibility as an asset	10			
	Subtotal	Up to 50			
	Social Media Specialist (SMM manager) (one person)				
3.5	Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Philology, Journalism, Communications, Advertising, Marketing or related field. <ul style="list-style-type: none"> • Master's/ Specialist degree – 10 points • At least Bachelor's degree or demonstrated professional training (non-degree) – 7 points 	10			
3.6	Experience: At least 3 years of experience in digital/social media, familiarity with social analytics tools. <ul style="list-style-type: none"> • Over 7 years – 20 points • From 4 to 6 years – 17 points • At least 3 years – 15 points 	20			

3.7	Portfolio of at least 3 successfully completed projects similar to this one. <ul style="list-style-type: none"> Over 7 – 20 points Between 4 and 6 – 17 points At least 3 – 15 points 	20			
	Subtotal	Up to 50			
	Designer (one person)				
3.5	Education: Advanced University degree (Bachelor's/Master's/ Specialist) or equivalent in Design, Visual communication, Advertising or related field. <ul style="list-style-type: none"> Master's/ Specialist degree – 10 points At least Bachelor's degree or demonstrated professional training (non-degree) – 7 points 	10			
3.6	Experience: At least 3 years of experience in design and communication. <ul style="list-style-type: none"> Over 8 years – 10 points From 3 to 7 years – 8 points At least 3 years – 6 points 	10			
3.7	Portfolio of at least 3 successfully completed projects similar to this one. <ul style="list-style-type: none"> Over 7 – 20 points Between 4 and 6 – 17 points At least 3 – 15 points 	20			
3.8	Experience of working with the Diia system or with similar campaigns promoting electronic public services, its use, or its accessibility as an asset	10			
	Subtotal	Up to 50			
Total for Form 3		200			

7. FINANCIAL PROPOSAL:

The financial proposal shall specify the cost of professional services for the assignment – the total amount as well as line-item breakdown. Payments will be made in tranches as described in the section "Requirements for monitoring/reporting."

It is understood that each bidder will base their financial proposal on the technical proposal (approach) explaining how the team proposes to handle the task at hand (vision) and what the proposed draft working plan is with a timeline for the deliverables and preliminary identification of a) materials to be developed, b) channels to be used with relevant costing. The financial proposal should include just enough resources to meet the KPI of the campaign and should not aim at significantly over-achieving the required indicators. **One of the issues to be considered is the leanest possible budget to achieve the desired KPIs.**

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 Envelope:

Have you duly completed all the Returnable Bidding Forms?	
▪ 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	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?	<input type="checkbox"/>

Financial Proposal Envelope

(Must be submitted in password protected file via email. Electronic format of submission only)

▪ 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:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] 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

Legal name of Bidder	[Complete]
Legal address	[Complete]
Year of registration	[Complete]
Bidder's Authorized Representative Information	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UGNM vendor number]
Are you a UNDP vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UNDP vendor number]
Countries of operation	[Complete]
No. of full-time employees	[Complete]
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	[Complete]
Does your Company hold any accreditation such as ISO 14001 related to the environment? (If yes, provide a Copy of the valid Certificate):	[Complete]
Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)	[Complete]
Contact person UNDP may contact for requests for clarification during Proposal evaluation	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
Please attach the following documents:	As per Section 4, Required documents

Form C: Joint Venture/Consortium/Association Information Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

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]

Name of leading partner (with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)	[Complete]
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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:	[Insert RFP Reference Number]		

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 3 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 3 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 Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

Financial Standing

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

Financial information (in US\$ equivalent)	Historic information for the last 3 years		
	Year 1	Year 2	Year 3
	<i>Information from Balance Sheet</i>		
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 audited 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 be audited by a certified public accountant;
- c) Historic financial statements must correspond to accounting periods already completed and audited. No statements for partial periods shall be accepted.

Form E: Format of Technical Proposal

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

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.

Technical proposal should include Proposed Methodology for the Completion of Assignment, including a detailed description of how the proposed approach and methodology meets or exceeds the requirements. All essential aspects should be addressed in sufficient detail, including a description of assessment methodology, approach to sampling and data collection, instruments for conducting the assessment (interviewers, facilities, data management, equipment). The methodology shall also include details of the Applicant's risk mitigation, technical and quality assurance review mechanisms, and any other comments or information regarding the approach and methodology (information should not exceed 15 pages).

SECTION 1: Bidder's experience and reputation on the market

- 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 Relevant certificates and association membership confirming documents.
- 1.4 Quality assurance procedures and risk mitigation measures.
- 1.5 Organization's commitment to sustainability.

SECTION 2: Bidder's capability and expertise

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 Detailed organizational structure of the Company, including quantity of qualified personal available.
- 2.2 Information about sales volumes past 3 years.
- 2.3 Description of booking system in use
- 2.4 Quality assurance and service support provision information.
- 2.5 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.
- 2.6 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement.
- 2.7 Demonstrate how you plan to integrate sustainability measures in the execution of the contract.
- 2.8 Any other comments or information regarding the project approach and methodology that will be adopted.

SECTION 3: Management Structure and Key Personnel

- 3.1 Describe the overall management approach toward planning and implementing the project. Include 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.

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	<i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i>
	[Insert]
Professional certifications	<i>[Provide details of professional certifications relevant to the scope of services]</i>
	<ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of certification: [Insert]
Employment Record/ Experience	<i>[List all positions held by personnel (starting with present position, list in reverse order), 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 any other information or professional experience considered pertinent for this assignment.]</i>
	[Insert]
References	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i>
	Reference 1: [Insert] Reference 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:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] 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:	[Insert RFP Reference Number]		

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

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

Currency of proposal may be UAH or USD, though USD is highly recommended as the price of the contract will be based on the proposal and its currency and will not be changed in its duration. Thus, USD price

A. Cost Breakdown per Deliverables*

Nº	Deliverables as referred to in the TOR	Percentage of Total Price (Weight for payment)	Amount excl. VAT, currency	VAT, currency (if applicable)	Amount including VAT, currency
1	Stage 1 Deliverables				
2	Stage 2 Deliverables				
3	Stage 3 Deliverables				
4					
5					
6					
7					
8					
	Total	100%			

**Basis for payment tranches*

B. Cost Breakdown by Cost Component:

The Proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UNDP shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

The bidders are requested not to modify/alter lines but keep it in their financial proposal.

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				

II. Administrative costs				
III. Other costs needed (describe)				
VAT / Unified tax				
Total (indicate currency), including VAT				

NB Amounts in both tables must be equal as they represent the same financial proposal from different aspects.

"Duly authorized to sign the proposal for and on behalf of" _____

(Name of Organisation): _____

Signature/Stamp of Entity/Date: _____

Name of representative: _____

Address: _____

Telephone/Fax: _____

Email: _____