



REQUEST FOR PROPOSAL (RFP)

All interested	DATE: June 2, 2022
	REFERENCE: 71-2022-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **“Provision of training sessions on e-commerce skills development”**.

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

Proposals may be submitted on or before **23:59 (Kyiv time) Thursday, June 16, 2022** and via email to the address below:

United Nations Development Programme
tenders.ua@undp.org
Procurement Unit

Your Proposal must be expressed in the **English or Ukrainian or Russian** and valid for a minimum period of **90 days**.

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

NB. The Offeror shall create 2 archive files (*.zip format only!): one should include *technical proposal*, another one should include financial proposal and be encrypted with password. Both files should be attached to the email letter.

During evaluation process only technically compliant companies will be officially asked by UNDP procurement unit via email to provide password to archive with financial proposal. Please do not include the password either to email letter or technical proposal and disclose before official request.

Messages should **not exceed 20 MB in size**. Offers larger than 20 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement

and the solicitation documents. Messages larger than 20 Mb may not be delivered. *All electronic submissions are confirmed by an automatic reply.*

The Offeror shall mark the email letter/s:

Subject of the message should include: **“71-2022-UNDP-UKR-RFP-RPP”** and **“Provision of training sessions on e-commerce skills development”**

Body of the message should include: **Name of the offeror**

Archive files should be marked as: **Technical proposal** and **Financial proposal**

Note: if the email letters or archive files are not marked as per the instructions in this clause, the procuring UNDP entity will not assume responsibility for the Proposal’s misplacement or premature opening.

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

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

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

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

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

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

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

<https://www.undp.org/procurement/business/protest-and-sanctions>

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

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

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsccl/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:
Mustahsen Qureshi
CE3378EEF97C456...

**Mr. Mustahsen Qureshi,
Senior Emergency Operations Manager**

June 2, 2022

DS
MA

Description of Requirements

Context of the Requirement	“Provision of training sessions on e-commerce skills development”
Brief Description of the Required Services	<p>To support displaced enterprises and local communities, new business opportunities should be created through effective economic recovery responses and capacity development. For this purpose, the Programme is seeking a legal entity that will provide ten 2-day online training courses on e-commerce skills development for at least 200 IDPs from Donetsk, Luhansk, Kherson and Zaporizhzhia oblasts.</p>
List and Description of Expected Outputs to be Delivered	<p>Deliverable 1.</p> <p>A list of evaluation indicators developed based on training modules for the pre/post-training self-evaluation survey and agreed with the Programme.</p> <p>Pre-training and end-of training survey developed and agreed with the Programme.</p> <p>Knowledge, information and handout materials for the training developed and agreed with the Programme.</p> <p>An Inception Report developed and approved by the Programme.</p> <p>Deliverable 2.</p> <p>The training has been announced and advertised and the training participants selected.</p> <p>An electronic one-page brief of training sessions that contains information on curriculum, schedule, and application process is developed for each training course.</p> <p>An Interim report No. 1 submitted and approved by the Programme.</p> <p>Deliverable 3.</p> <p>10 (ten) 2-day training courses delivered for at least 200 participants from targeted communities. 10 (ten) 2-day training sessions (7 online and 3 offline) delivered:</p> <ul style="list-style-type: none"> - A pre-training survey and post-training evaluation for 100% trainees conducted. Originals of pre-training survey and end-of-training feedback forms provided to the Programme. - At least 200 participants from targeted communities attended the training as per the participant list and developed their detailed business digital transformation strategy and digital marketing plan. - At least 1 (one) online store registered and provided a detailed review of existing national or international marketplace. - Each participant had an opportunity to present their business digital transformation strategy and digital marketing plan in front of the training audience followed by group discussion and feedback session. - At least 1 (one) full training session conducted by the trainers’ teams recorded on video (1 recorded 2-day training in total). - Information and handout materials were distributed among participants. - Interim report No. 2 submitted and approved by the Programme.

	<p>Deliverable 4. Original participant lists with signatures provided to the Programme per each day of the training in each location and Final Report submitted and accepted by the Programme.</p> <p>Deliverable 5. Post-training results survey of the training participants is conducted.</p>
Person to Supervise the Work/Performance of the Service Provider	Specialist on Entrepreneurship Promotion
Frequency of Reporting	According to TOR attached
Progress Reporting Requirements	According to TOR attached
Location of work	According to TOR attached
Expected duration of work	According to the proposed timeframe specified in the attached TOR
Target start date	July 2022
Target completion date	November 2022
Travels Expected	According to TOR attached
Special Security Requirements	n/a
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	The Program does not provide premises, equipment, supporting personnel, services or logistic support.
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD). UNDP shall arrange the payment in local currency based on the UN Operational Exchange Rate prevailing at the time of invoicing. For details please see: http://treasury.un.org or <input checked="" type="checkbox"/> UAH
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line), if applicable <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 30 days <input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days <p>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.</p>
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted
A pre-proposal conference will be held on:	Pre-Bidding Conference will be held on Thursday, June 09, 2022 at 11:00 (Kyiv time) via Skype.

	<p>Interested bidders are required to register for Pre-Bidding Conference by submitting their company name, list of attending representatives and their contact information as well as Skype ID at the following e-mail: procurement.rpp.ua@undp.org</p> <p>Attn: Procurement Unit</p> <p>Subject: 71-2022-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration</p>
Payment Terms	<p>The payments shall be arranged in the following way:</p> <p>15% - upon completion of Deliverable 1. 15% - upon completion of Deliverable 2. 50% - upon completion of Deliverable 3. 15% - upon completion of Deliverable 4. 5% - upon completion of Deliverable 5.</p> <p>The payment is made by UNDP within 30 (thirty) calendar days from the date of respective deliverable acceptance by UNDP and submission of originals of invoice, act of acceptance and tax invoice (if applicable).</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Senior Business Development Specialist
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). <u>This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</u>
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Expertise of Firm / Organization: 30% <input checked="" type="checkbox"/> Proposed Methodology, Approach and Implementation Plan: 24% <input checked="" type="checkbox"/> Personnel: 46%</p> <p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors
Contract General Terms and Conditions	<input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) <p>Applicable Terms and Conditions are available at:</p>

	http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html Non-acceptance of the terms of the General Terms and Conditions (GTC) shall be grounds for disqualification from this procurement process.
Annexes to this RFP	<input checked="" type="checkbox"/> Description of Requirements (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR and Evaluation Criteria (Annex 3) <input checked="" type="checkbox"/> Contract for professional services template (Annex 4)
Contact Person for Inquiries (Written inquiries only)¹	<p><i>Procurement Unit UNDP Ukraine procurement.rpp.ua@undp.org</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Documents to be submitted in proposal	<input checked="" type="checkbox"/> Dully filled in and Signed Form for Submission of Proposal (Annex 2 to the Request for Proposal). <input checked="" type="checkbox"/> Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award). <input checked="" type="checkbox"/> Copies of other licenses or certificates (if any). <input checked="" type="checkbox"/> A letter of interest/offer, which outlines previous experience in implementing similar to assignment projects and competitive advantages of the applicant organization. <input checked="" type="checkbox"/> A work plan with the proposed work schedule indicating the persons responsible for each area of activity. <input checked="" type="checkbox"/> Technical proposal in the form of a brief description of the assignment implementation with an indication approach to the performance of each stage. <input checked="" type="checkbox"/> CVs of the project team members (Team Leader / Project Manager, Project Assistant, Trainer and others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives, as well as confirmation from each team member that they are available for the entire duration of the contract. CV of Trainer should contain samples of work from the trainer (at least 3 (three) audio, video records of trainings conducted in Ukrainian and/or Russian language (links to such records or training to be provided)). <input checked="" type="checkbox"/> Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners. <input checked="" type="checkbox"/> Financial proposal (must be password protected and provided in separate archive. Don't provide password unless requested and don't include password to letter with technical proposal part).

¹ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Other Information Related to the RFP

Administrative Requirements

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

- ✓ 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/organization documentation as mentioned above in «Documents to be submitted section".
- ✓ Offers must comply with general administrative requirements.

Experience and Qualification Requirements

An organization submitting a proposal:

- ✓ A company / organisation with a valid registration of at least 3 (three) years (for Ukrainian companies / organizations – company / organization should be registered in the territory controlled by the government of Ukraine).
- ✓ Experience in the organization and management of business training programmes (at least 3 (three) years).
- ✓ Experience in the implementation of training programmes (at least 2 (two) programmes with a total number of trainees at least 200 people per each programme).
- ✓ Experience of previous successful cooperation with international organizations will be considered as an asset.
- ✓ At least 2 (two) recommendation letters from the previous Customer/Partner related to these Terms of Reference projects from previous Clients / Partners.
- ✓ Composition of proposed expert team (Team Leader / Project Manager, Project Assistant and Trainer) of both women and men (at least 33 % of the team are women, but not more than 66 %) is considered as an asset.
- ✓ Availability of human resources that will ensure due quality and timely implementation of the contract. The project team will include Team Leader/Project Manager, Project Assistant / Project Assistant and Trainer (please propose reasonable team composition, which may exceed the minimum required, but pay attention that only qualification of the experts included in TOR will be assessed in scoring):

Team Leader / Project Manager:

- ✓ At least Master's / Specialist (or equivalent) degree in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields.
- ✓ Minimum 3 (three) years of professional experience in project management and/or team management.
- ✓ Experience of implementation of at least 5 (five) projects/programmes related to provision of business training services.
- ✓ Proven experience in reporting (samples of at least 2 (two) project completion reports or other relevant documents of similar nature should be provided).
- ✓ Fluency in Ukrainian and Russian. At least working knowledge of English is required.

	<p>Project Assistant:</p> <ul style="list-style-type: none"> ✓ At least Bachelor's (or equivalent) degree in Economy, Finance, Public Administration, Management, Entrepreneurship or other related fields. ✓ Minimum 3 (three) years of professional experience in administrative support of training and educational projects. ✓ Experience of work on the hotline or in multi-crowded projects would be considered as an asset. ✓ Fluency in Ukrainian and Russian. Working knowledge of English would be considered as an asset <p>Trainer:</p> <ul style="list-style-type: none"> ✓ At least 5 (five) years of relevant experience in the field of digital marketing and/or e-commerce sales, and/or branding, and/or media relations/business communication. ✓ Proven experience in the delivery of training courses on digital marketing and e-commerce sales at least 10 (ten) training sessions conducted. ✓ Proven facilitation experience in at least 3 (three) training programmes. ✓ Proven experience in developing training curriculums, publications, handout materials and manuals related to digital marketing, e-commerce sales, branding and media relations/business communication, at least 3 (three) relevant samples shall be provided. ✓ Proven experience in public presentation in Ukrainian and/or Russian language (at least 3 (three) audio, video records of such presentation (links to such records or training to be provided)). <p>Other information is available on http://procurement-notice.undp.org; For the information, please contact procurement.rpp.ua@undp.org</p>
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FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL²***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery³)***

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the **71-2022-UNDP-UKR-RFP-RPP** dated **June 2, 2022**, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

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

a) Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award).

b) Copies of other licenses or certificates (if any).

c) A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and the competitive advantages of the applicant company / organization.

d) Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners.

e) Brief Company Profile (table below).

BRIEF COMPANY PROFILE	
The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:	
Full registration name	
Year of foundation	
Legal status	If Consortium, please provide written confirmation from each member
Legal address	
Actual address	
Bank information	

² This serves as a guide to the Service Provider in preparing the Proposal.

³ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

VAT payer status	
Contact person name	
Contact person email	
Contact person phone	
Company/Organization's core activities	
Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations (If any);	Please indicate here
Business Licenses – Registration Papers, Tax Payment Certification, etc	EDRPOU, ID tax number Copies of State registration and Tax registration should be attached
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
References	Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners as well as contact details of referees.
Company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.	Yes/No (Please choose)
Other relevant information	

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology, and expected deliverables, implementation schedule for each deliverable/output will be appropriate to the local conditions and context of the work including:

a) Technical proposal in the form of a brief description of the assignment implementation with an indication approach to the performance of each stage.

b) A work plan with a proposed work schedule indicating the persons responsible for each area of activity.

C. Qualifications of Key Personnel

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

a) CVs of the project team members (Team Leader / Project Manager, Project Assistant, Trainer and others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives.

CV of Trainer should contain samples of work from the trainer (at least 3 (three) audio, video records of trainings conducted in Ukrainian and/or Russian language (links to such records or training to be provided)).

b) Written confirmation from each team member that they are available for the entire duration of the contract.

Financial Proposal

The Proposer is required to prepare the Financial Proposal in an envelope separate from the rest of the RFP as indicated in the Instruction to Proposers.

The Financial Proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Any estimates for cost-reimbursable items, such as travel and out-of-pocket expenses, should be listed separately.

In case of an equipment component to the service provider, the Price Schedule should include figures for both purchase and lease/rent options. UNDP reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

The format shown on the following pages is suggested for use as a guide in preparing the Financial Proposal. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

Taking into account that purchase of services will be carried out within the project of international technical assistance, price offers/invoices for payment must be presented without VAT.

A. Cost Breakdown per Deliverables*

Bidders should submit their proposals in the following format that indicates the all-inclusive fixed total contract price (lump sum) for all breakdown according to stage, types of services and schedule of their provision.

No.	Deliverables	Percentage of Total Price (Weight for payment)	Price without VAT**, indicate currency
1.	Deliverable 1	15%	
2.	Deliverable 2	15%	
3.	Deliverable 3	50%	
4.	Deliverable 4	15%	
5.	Deliverable 5	5%	
Total all-inclusive cost without VAT**, indicate currency		100%	

**This shall be the basis of the payment tranches*

B. Cost Breakdown by Cost Components:

Bidders 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 if both parties have agreed to add new deliverables to the scope of Services.

No.	Activity/Costs	Unit	Number	Price per unit without VAT**, indicate currency	Cost without VAT**, indicate currency
1.	Personnel Services				
1.1	Team Leader / Project Manager	Month			
1.2	Project Assistant	Month			
1.3	Trainer	Month			
1.4	Other members of the team, if needed				
2.	Administration Costs (if necessary)				
2.1	Communication (Internet/Phone/etc.)				
2.2					
...	Other (if any - to define clearly activities/costs)				
3.	Implementation costs				
3.1	Announcement / advertisement costs (if applicable)				
...					
4.	Travel and Lodging				
4.1	Travel for 1 person				
4.2.	Accommodation of organizers and trainers/speakers (6 nights x 1 person x cost of one night stay)				
4.3	Per diems	day			
4.4	...				
5.	Other costs (if any - to define clearly activities/costs)				
5.1					
TOTAL without VAT, indicate currency					

[Name and Signature of the Service Provider's Authorized Person]

[Designation]

[Date]

***Dear Partners!*

The UN Office in Ukraine kindly informs you, that the purchase of goods and services, announced in the UN Office Tenders, is conducted within the framework of international technical assistance project.

Provisions of the Tax Code of Ukraine (paragraph 197.11) foresee the VAT tax exemption for operations, financed by material and technical assistance.

The procedure for obtaining the tax exemption right for operations, performed in the framework of international technical assistance projects, is regulated by the Decree #153 of the Cabinet of Ministers of Ukraine dated February 15, 2002.

In case you already have the right to apply this VAT allowance, on the date of UNDP prepayment receipt you should prepare and register a tax invoice (hereinafter - TI) in the United Register of Tax Invoices (URTI), filled in as follows:

- the column "Comprised on the operation, exempted from taxation" on the upper left part - with the mark "Without VAT";*

- Section A of the TI table section (lines I-X) should contain the summarizing data on TI transactions, namely: line I - the total amount to be paid, including VAT; line IX - the total volume of goods and services delivered. Lines II-VIII of section A are not filled;*

- in column 2 of section B – supplier's (seller's) services nomenclature;*
- in section 3.3 of section B - service code according to the SCPS. Box 3.3 should be filled in at all stages of the services delivery;*

- in columns 4 and 5 - unit of services measurement;*

- in column 6 - quantity (volume) of services delivery;*

- in column 7 - the price of the service unit supply, excluding VAT;*

- in column 8 - VAT rate code 903;*

- in column 9 – tax allowance code according to the Handbook of other tax benefits, approved by the SFS as of the date of TI submission - "14060523".*

- in column 10 - supply volume, excluding VAT (prepayment amount).*

Detailed instructions to be found in the materials "Tax invoice - 2017: instruction on filling out" and "New tax invoice in the samples."

Credit against VAT tax, applied on the materials purchase for the relevant construction works performance, cannot be compensated as per the paragraph #198.5 of Tax Code of Ukraine. According to the Tax Code paragraph #198.5, goods and services supply operations, exempted from VAT based on the Tax Code paragraph #197.11, the rules for calculating tax liabilities do not apply.

Using the materials bought with VAT, there is no need to compensate the credit against VAT, as well as no need to accrue tax liabilities.

Considering all mentioned above, you are kindly asked to submit your tender applications / invoices for payment without VAT, referring to the Ukrainian legislation provisions, stated in the mentioned regulatory acts.

Should you have any additional questions, please contact the offices of the State Fiscal Service of Ukraine at the place of your enterprise registration for additional clarifications of Article 52 of the Tax Code of Ukraine.

Terms of Reference

Project name: UN Recovery and Peacebuilding Programme, Economic Recovery and Restoration of Critical Infrastructure Component

Project description: Provision of training sessions on e-commerce skills development

Country/place of implementation: Government-controlled areas of Ukraine

Possible business trips (if applicable): 3 (three) trips to Zakarpattia, Lviv and Ivano-Frankivsk oblasts

Starting date of the assignment: July 2022

Duration of the assignment or end date (if applicable): up to 6 (six) months

Position of project manager: Specialist on Entrepreneurship Promotion, UN Recovery and Peacebuilding Programme

1. BACKGROUND AND CONTEXT

The ongoing war of the of Russian Federation against Ukraine has had a direct and highly negative impact on social cohesion, resilience, livelihoods, community security, and the rule of law throughout the country. Recognizing the need to urgently address reconstruction, economic recovery and peacebuilding needs in areas affected both directly and indirectly by the war, the government of Ukraine requested technical assistance and financial support from the international community.

The United Nations Development Programme (UNDP) has been present and active in eastern Ukraine for the past decade, even prior to the conflict in 2014, with a focus on community development, civil society development, and environmental protection. Work on addressing the specific, conflict-related development challenges started in 2015 through the United Nations Recovery and Peacebuilding Programme (UN RPP), building on this earlier engagement and establishing new partnerships. Today, the UN RPP is being implemented by four United Nations agencies: The United Nations Development Programme (UNDP), the UN Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Population Fund (UNFPA) and the Food and Agriculture Organization of the United Nations (FAO).

The programme is supported by 12 international partners: the European Union, the European Investment Bank and the governments of Canada, Denmark, Japan, the Netherlands, Norway, Poland, Sweden, Switzerland, UK and USA.

The UN RPP was designed to respond to, and mitigate, the causes and effects of the conflict in eastern Ukraine. It is based on the findings of the Recovery and Peacebuilding Assessment (RPA) and is aligned to the State Target Programme for Recovery, as well as to the two oblast (Donetsk and Luhansk) development strategies up to 2020. UN RPP is also fully adjusted to the humanitarian-development nexus. It is an integral component of the UNDP Country Programme and is therefore fully aligned with the United Nations Partnership Framework (UNPF).

The programme's interventions are grouped under the following key programme components, which reflect the region's priority needs:

- Component 1: Economic Recovery and Restoration of Critical Infrastructure
- Component 2: Local Governance and Decentralisation Reform
- Component 3: Community Security and Social Cohesion

The Programme, which operates on the basis of a pooled funding arrangement, follows a multi-sectoral programme-based approach and is implemented using an area-based methodology. It is a unifying interventions framework for 12 projects funded by 12 international partners, and is worth over 80 million USD.

In October 2018, four UN agencies (UNDP, UN Women, FAO and the UNFPA) countersigned a new joint project document, funded by the EU. The overall objective of the project is to restore effective governance and promote reconciliation in the crisis-affected communities of Donetsk, Luhansk and Zaporizhzhia oblasts of Ukraine, thereby enhancing the credibility and legitimacy of local authorities in the government-controlled areas (GCAs) of the oblasts. It will contribute to peace building and prevent further escalation of conflict in Ukraine through achieving effective and accountable decentralization, gender-responsive recovery planning, and equal access to services, as well as enhancing community security and social cohesion.

This will be achieved through the pursuit of the following specific objectives:

1. Enhance local capacity for gender-responsive decentralization and administrative reforms to improve governance, local development and the delivery of services.
2. Stimulate employment and economic growth by providing assistance to micro-, small- and medium-sized enterprises (MSMEs) development through demand-driven business development services and professional skills training.
3. Enhance social cohesion and reconciliation through the promotion of civic initiatives.
4. Support sectoral reforms and structural adjustments in the health, education and critical public infrastructure to mitigate the direct impacts of the conflict.

In 2015-2021, some 4,300 new jobs were created in Ukraine with the support of UN RPP and the governments of Japan, Poland, the UK and the Czech Republic. Some 1,400 of them are in Donetsk and Luhansk oblasts. 1461 MSMEs (639 led by women) were supported through business grants programme. The variety of fields and locations covered by the programme is impressive. Some of the most interesting and promising business initiatives supported by UN RPP included producing 3D printers, medical and psychological centres, web design studios, advertising agencies, architectural firms and an eco-café.

To support conflict-affected and displaced women entrepreneurs, UNDP has supported 134 women from Donetsk, Luhansk, Zaporizhzhia and Kherson oblasts to develop their capacities in e-commerce and improve their knowledge of how to digitalize their business, to access online trade, to improve communications and online marketing of the company. As a result, women entrepreneurs from these oblasts developed 20 online stores to shift their commercial activity online, strengthen their crisis resilience, and support employment in conflict-affected communities. With UNDP support, 39 women entrepreneurs participated in the East Expo 2021 national exhibition for MSMEs and in B2B meetings with potential new partners and clients proposed by Ukrainian Chamber of Commerce and Industry. Seven women entrepreneurs from target areas developed crowdfunding campaigns to raise funds online for their business project in the UN RPP Crowdfunding Academy.

One of the main objectives of UN RPP is to foster economic revitalization of the war-torn areas of Ukraine and, specifically, stimulate employment and economic growth by providing assistance to MSME development through demand-driven business development services and professional skills training as well as restoration and strengthening institutional and educational infrastructure needed for effective functioning of agriculture and non-agriculture sectors of regional economy.

Russia's full-scale invasion of Ukraine launched in February 2022 have triggered economic disruptions at four levels: direct, blowback, spillover, and systemic. Ukraine's economy is expected to shrink by an estimated 45% this year, although the magnitude of the contraction will depend on the duration and intensity of the war, according to World Bank⁴. Already, the war has led to thousands of civilian casualties and driven millions

⁴ Russian Invasion to Shrink Ukraine Economy by 45 Percent this Year <https://www.worldbank.org/en/news/press-release/2022/04/10/russian-invasion-to-shrink-ukraine-economy-by-45-percent-this-year>

of Ukrainians to flee to neighboring countries, with millions more on the move internally. Women and children, who comprise the majority of those displaced, are disproportionately affected.

According to a survey conducted by the European Business Association⁵ between 11 and 14 of March, among Small and Medium Enterprises (SME) representatives in Ukraine, 42% of all small businesses are not operational anymore and 31% have suspended their operations with plans for resumption in the future. Similarly, the results of the Kyiv School of Economics survey conducted on 22 March 2022, showed that 86% of companies slowed down, reduced, and even stopped their activities, while the estimated total economic losses from the war were up to USD 600 billion as of 2 May 2022⁶.

On 9 May, Ukraine's government reported that the country loses USD 170 million every day due to cut off from access to the sea and the national export capacity had been more than halved⁷. The country's four seaports in the Programme's target areas in Donetsk, Kherson, and Zaporizhzhia oblasts are being occupied by the Russian forces (namely, the ports of Berdiansk, Kherson, Mariupol, and Skadovsk).

According to Ukraine's Ministry of Economy, as of late April 2022, the government has processed more than a thousand applications for the relocation of businesses from the areas under active military hostilities⁸. More than 400 companies have already moved, and 216 of them have already resumed their operations. New production sites have already been selected for about 500 more enterprises, now they are in the process of physical relocation. Local authorities in central and western Ukraine are actively involved in finding sites for businesses, accommodation of workers, and logistics.

The exact magnitude of the contraction will depend on the duration and intensity of the war, and the levels of destruction of productive capacity, damage to arable lands, and labour supply. The UNDP analysis also suggests that development setbacks for Ukraine will be significant, including increased inequalities and poverty rates; the country's economy, its social fabric, and the environment will also suffer. Eighteen years of socio-economic achievements in Ukraine are at risk, and to mitigate such dramatic development setbacks, an effective humanitarian-development-peace nexus approach will be critical.

To support displaced enterprises and local communities, new business opportunities should be created through effective gender-equitable economic recovery responses and capacity development. For this purpose, the Programme is seeking a legal entity that will provide ten 2-day online training courses on e-commerce skills development for at least 200 IDPs from Donetsk, Luhansk, Kherson and Zaporizhzhia oblasts.

2. MAIN OBJECTIVES OF THE ASSIGNMENT

The overall objective of this assignment is to stimulate recovery and to support the overall entrepreneurial activity of MSMEs from Luhansk, Donetsk, Kherson and Zaporizhzhia oblasts, including internally displaced businesses and entrepreneurs in Lviv, Zakarpattia, Ivano-Frankivsk oblasts. For this purpose, the Contractor

⁵ A quarter of small businesses in Ukraine have already exhausted their financial resources <https://eba.com.ua/en/finansovi-rezervy-chverti-predstavnykiv-malogo-biznesu-vzhe-vycherpani>

⁶ Ukrainian business expects from the government tax holidays <https://kse.ua/about-the-school/news/naybilshe-ochikuvannya-biznesa-vid-uryadu-sogodni-podatkovy-kanikuli>

⁷ Prime Minister of Ukraine and President of the European Council coordinated joint steps to solve the problem of exporting Ukrainian agricultural products <https://www.kmu.gov.ua/en/news/premyer-ministr-ukrayini-ta-prezident-yevroradi-skoordinuvali-spilni-kroki-dlya-rozvyazannya-problemi-eksportu-ukrayinskoyi-agroprodukciji>

⁸Релокація бізнесу: понад 200 підприємств відновили свою роботу у безпечних областях <https://www.me.gov.ua/News/Detail?lang=uk-UA&id=bo867fbf-b443-41fo-a10d-4a369f5c304b&title=RelokatsiiaBiznesu-Ponad200-PidprimstvVidnoviliSvoiuRobotuUBezpechnikOblastiakh>

shall develop and deliver 10 (ten) training sessions (3 (three) out of them offline in Lviv, Zakarpattia and Ivano-Frankivsk oblasts) on e-commerce skills development for IDPs from the target areas to increase their knowledge of how to digitalize their business, to access online trade, to improve communication and online marketing of the company. Training should include a focus on empowering women's participation in e-commerce as well as be developed and delivered in line with UNDP principles of gender-responsive communications⁹.

The training shall contribute to the achievement of the following learning objectives:

Objective 1. Participants have increased their knowledge of how to digitalize their business, to access online trade, to improve communication and online marketing of the company.

Objective 2. Participants have improved their skills to create and operate an online store including on existing national and international marketplaces.

3. SCOPE OF WORK AND EXPECTED OUTPUTS

The Contractor shall comply with UNDP's mandate as a gender-responsive organization with zero tolerance to any kind of discriminatory and abusive behaviour, including sexual misconduct.

The Contractor shall perform the following tasks:

Deliverable 1: Initial stage. Development of the 2-days training courses on e-commerce skills development taking into account objectives, expected outcomes and topics listed below.

Specifically, the Contractor shall implement the following:

- Developing the approach to the assignment, implementation strategy, outline and curriculum of the training programme, detailed schedules of training sessions and expected dates of delivery of the training in each of the target communities.
- Information and handout materials in Ukrainian for the training containing the following elements: multimedia presentations in MS PowerPoint, materials for practical exercises in MS Word, other multimedia, information and graphics to be used during the training sessions developed. The format and contents of handouts are to be agreed with the Programme. All materials should align with UN RPP communication strategy, including use of the UN RPP and donors' logos, and UNDP principles of gender-responsive communications.
- Utilize the pre-training survey and end-of training evaluation tools to assess the achievement of the learning objectives and participants' satisfaction, collecting and analysing sex-disaggregated data (the form will be provided by the Programme, but should be adapted according to the training specific aims and indicators).
- Develop 1 (one) knowledge material (a booklet with up to 10 pages, pdf format, Ukrainian language, single spacing, Noto Sans font, size 11) outlining the summary of the training courses on the topic and step-by-step approach on digitalizing a business and accessing online trade. Namely, the booklet should contain answers on the following questions: how digitalization of a business can help to promote a brand, to access online trade and increase sales, to improve communication and online marketing of the company; what needs to create a good online store and how to effectively operate it; how to address gender digital divide and increase women's capacity to engage in the digital

⁹ <https://www.undp.org/ukraine/publications/10-principles-gender-responsive-communications>

economy. The booklet should be developed in two versions: for the web use and for printing.

The program of 2-days training should cover but not be limited to the following topics:

- How to digitalize a business so it can access online trade and increase sales?
Introduction to digital transformation and its' economic, business, social and human rights impact on women and men from diverse groups; basic digital business processes management. Online trade and sales management in the digital era, practical guide and experience of national and international companies, MSME's payment processing system, digital payment solutions, delivery systems operating in Ukraine, etc.
- How e-commerce and digital marketing can promote a brand and improve online business communication?
Introduction to digital marketing, clients and types of shopping behavior, type of product(s), brand and its positioning in the market, customer service, marketing principles for strategic planning, sales & marketing harmonization, strategic sales management and promotion, consumer promotion, trade promotion, direct marketing, event marketing and content creation in e-commerce, gender-responsive and non-discriminatory communications, etc.
- Guidance on online stores creation and administration (introduction on how to create an online store and instructions how to effectively operate it, specifics of online stores functioning on national and international marketplaces, common national and international online sales platforms for MSMEs, their strengths and weaknesses: general marketplace (Rozetka.ua, Prom.ua, Amazon.com, Allegro, Etsy, etc.), auction marketplace (newAuction.com.ua, SkyLots.org, eBay.com, etc.), social media (Facebook, Instagram, Pinterest, TikTok, etc.), classified listings websites (OLX.ua, etc.), comparison shopping engines (Hotline.ua, etc.), individual online stores (website building platforms) and other channels.

The minimum learning outputs shall be:

- Enable participants to design a pre-event advertising campaign;
- Enable participants to create a package of promotional materials for exhibition activities;
- Strengthen participants' time management, public speaking and presentation skills;
- Help participants to develop market research and competitors' analysis skills;
- Help participants to develop a post-event communication plan.

Deliverable 2: Announcement for training on business exhibition activities and selection of participants.

Specifically, the Contractor shall implement the following:

- To develop and agree with the Programme the announcement in the Ukrainian language containing overall information on the training programme, its objectives, geography, training company and other relevant information.
- To develop an electronic one-page brief of training sessions that contains information on curriculum, schedule, trainers and application process for each training.
- To develop and agree with the Programme an online registration form for training using any of the open source platforms.
- To launch the registration for at least 10 calendar days, and widely disseminate information using relevant online resources. The Programme shall place the announcement and links to the online registration form at official UN RPP resources.
- To develop a system of selection of training participants. The system should provide a transparent mechanism/scoring system for selection of participants (at least 200) and the waiting list (at least 100) who have the propensity to entrepreneurship (through questionnaires, or other effective methods proposed by the Contractor). The list of participants should be approved by the Programme.

- Refusal letters were sent to all applicants who were not selected for participation. The letter should be agreed with the Programme.
- A list of refused and selected participants to be shared with the Programme.
- The equal access to the training for people with disabilities and taking into account the gender balance among participants should be ensured, with at least 60:40 gender ratio.
- Interim report No. 1 submitted and approved by the Programme.

Conditions and requirements to applicants:

- Official residence in the target areas is required. Residents of local communities as well as IDPs who reside in one of the target regions are invited to apply.
- Applicants should express their willingness to digitalize their business activities in one of the target regions within one of the prioritized value chains or potential business niches and duly indicate it in their application forms.
- Applicants may submit only one application and participate only in one training session.
- Applicants who qualify themselves as internally displaced persons should indicate their status in the application forms.
- Equal participation of women and men should be promoted.

Deliverable 3: Training Delivery.

- Deliver 7 (seven) online and 3 (three) offline 2-days training sessions for at least 200 selected participants (about 20 participants for each session) of target communities and IDPs who reside in the target communities using the premises approved and provided by the Programme.

The logistical arrangement of offline training courses will be provided separately by UN RPP, through the UNDP Long Term Agreement partners (venue rental, catering, printing, presentation equipment, etc).

- Ensure video recording of at least one full training session conducted by each of the trainers' teams (1 recorded 2-day training course in total, the filming will be arranged by UNDP Long Term Agreement partner. Full rights for further usage of training videos should be delegated to the Programme.
- Conduct a pre-training survey and post-training evaluation for 100% trainees. Originals of pre-training survey and end-of-training feedback forms should be provided to the Programme.
- Facilitate registration and provide a detailed review of at least 1 (one) online store on existing national or international marketplace.
- Provide opportunity for each trainee to present and defend their business digital transformation strategy and digital marketing plan.
- Promote business projects led by women and disseminate success stories of businesses led by women during the training. Success stories shall be identify by the Contractor and approved by the Programme.
- Support trainees to identify and integrate gender equality and human rights issues into their business digital transformation strategy and digital marketing plan.
- Prepare and submit a post-training report to reflect the outcome of the series of training and present recommendations for subsequent interventions. The report shall cover at least the following themes: (i) processed information on participants containing data disaggregated by sex, age and territory; (ii) pre-training and post-training evaluation addressing participants' initial knowledge and end-of-training satisfaction with the training content paying attention to any gender discrepancies;

(iii) participants insights on the training; (iv) recommendations for further actions aiming to strengthen the entrepreneurial capacities of IDPs and local population of the target regions, with a focus on addressing gender digital divide and increasing women's engagement in the digital economy.

The training sessions will be organized and conducted online for IDPs from target communities (cities and towns) of Luhansk, Donetsk, Kherson and Zaporizhzhia oblast.

Requirements to the team of trainers and training conditions:

- A Team Leader / Project Manager should be assigned to coordinate overall project performance and act as a single person in charge of all project-related issues and communications with the Programme;
- The training team should create maximum conditions for interaction between training participants especially between IDPs and host communities members to facilitate dialogue, mutual understanding, promote a safe and enabling environment free of any kind of discrimination and abusive behaviour, and highlight commercial benefits from possible business cooperation;
- A project assistant should be assigned to coordinate administrative aspects, arrange logistics of trainers and communicate with trainees;
- The information materials and presentations should address the needs of the target audience and include quality visualization, graphics, be clear and easy to perceive. All materials should contain proper visibility of UN RPP and the donors provided by the Programme and be in line with UNDP principles of gender-responsive communications;
- The average number of participants of each training is 20 people.

Deliverable 4: Final stage.

- To provide original participant lists with signatures provided to the Programme per each day of the training in each location.
- To submit the Final report submitted and accepted by the Programme, containing but not limited to following:
 - Disaggregated participant data by sex, age and territory consolidated for all training;
 - Pre-training and post-training self-evaluation survey results and their analysis, paying attention to any gender discrepancies;
 - Description of participants insights on the training;
 - Recommendations for further activities to improve the entrepreneurial capacities of IDPs from the target areas, with a focus on addressing gender digital divide and increasing women's engagement in the digital economy.

Deliverable 5: Post-training results survey.

To conduct post-training survey of participants submitted and accepted by the Programme, containing but not limited to following:

- Number of training graduates who use the obtained knowledge and skills to improve business operations and sales (disaggregated by sex, age and territory).
- Description of particular cases with quotes from training graduates, including success stories of women-led businesses, who managed to improve business operations and sales due to knowledge and skills obtained at the training sessions.

General recommendations:

- The Contractor is responsible for ensuring proper security of project team members. It is recommended to consult with UNDP on security in the region, especially before the field phase of the assignment. All costs regarding the conduction of the events in frames of this assignment realization should be included in the budget proposal.
- All the offline activities of the SSCP within this assignment should be organized and conducted with the observance of sanitary-hygienic and sanitary-anti-epidemic rules and norms stipulated by the World Health Organization about the coronavirus disease (COVID-19) advice for the public WHO COVID-19:
 - Ensure policies and procedures related to COVID-19 are posted, available, and communicated to all participants. Put up COVID-19 posters in the facility and classroom to communicate key messages such as physical distancing of 2 meters, hand hygiene, and how to screen for symptoms.
 - Ensure participants have positioned a minimum of 2 meters from one another and remain at a safe distance at all times.
 - Provide the participants with a necessary number of fabric medical masks.
 - Ensure personal hygiene can be maintained through access to running water and soap, or hand sanitizer with at least 60% alcohol.
 - Ensure instructors and participants can wash or sanitize their hands frequently, especially when they arrive, before and after touching commonly-touched surfaces, and before leaving;
 - Ensure all surfaces in the training room (tables, chairs, countertops, doorknobs, light switches, etc.) are disinfected before and after the training using appropriate cleaning products.
 - Ensure any training equipment, tools or props are cleaned and sanitized before and after use.
- The contractor will promote UNDP's mandate as a gender-responsive organization with zero tolerance to any kind of discriminatory and abusive behaviour, including sexual harassment, sexual misconduct and apply the UN System Code of Conduct (<https://www.un.org/management/sites/www.un.org.management/files/un-system-model-code-conduct.pdf>).

4. DELIVERABLES

No.	Deliverables	Period of completion (as from the start of the assignment), calendar
1.	A list of evaluation indicators developed based on training modules for the pre/post-training self-evaluation survey and agreed with the Programme. Pre-training and end-of training survey developed and agreed with the Programme. Knowledge, information and handout materials for the training developed and agreed with the Programme. An Inception Report developed and approved by the Programme.	20 calendar days
2.	The training has been announced and advertised and the training participants selected. An electronic one-page brief of training sessions that contains information on curriculum, schedule, and application process is developed for each training course.	35 calendar days

	An Interim report No. 1 submitted and approved by the Programme.	
3.	<p>10 (ten) 2-day training courses delivered for at least 200 participants from targeted communities. 10 (ten) 2-day training sessions (7 online and 3 offline) delivered:</p> <ul style="list-style-type: none"> - A pre-training survey and post-training evaluation for 100% trainees conducted. Originals of pre-training survey and end-of-training feedback forms provided to the Programme. - At least 200 participants from targeted communities attended the training as per the participant list and developed their detailed business digital transformation strategy and digital marketing plan. - At least 1 (one) online store registered and provided a detailed review of existing national or international marketplace. - Each participant had an opportunity to present their business digital transformation strategy and digital marketing plan in front of the training audience followed by group discussion and feedback session. - At least 1 (one) full training session conducted by the trainers' teams recorded on video (1 recorded 2-day training in total). - Information and handout materials were distributed among participants. - Interim report No. 2 submitted and approved by the Programme. 	100 calendar days
4.	Original participant lists with signatures provided to the Programme per each day of the training in each location and Final Report submitted and accepted by the Programme.	120 calendar days
5.	Post-training results survey of the training participants is conducted.	180 calendar days

NB: The schedule of the training sessions and their quantity might be changed in case of COVID-19 or security related restrictions. Any changes to be discussed with the contracted company in case of necessity.

5. PROPOSED SCHEDULE OF PAYMENT

Payments will be linked to deliverables and executed upon submission of respective reports.

A payment schedule is provided below:

- After achieving of the Deliverable 1 and submission of the Inception Report – 15%.
- After achieving of the Deliverable 2 and submission of the Interim Report No. 1 – 15%.
- After achieving of the Deliverable 3 and submission of the Interim Report No. 2 – 50%.
- After achieving of the Deliverable 4 and submission of the Final report – 15%.
- After achieving of the Deliverable 5 and submission of the post-training results survey – 5%

The payment is made by UNDP within 30 (thirty) calendar days from the date of respective deliverable acceptance by UNDP and submission of originals of invoice, act of acceptance and tax invoice (if applicable).

6. MONITORING / REPORTING REQUIREMENTS / QUALITY ASSURANCE MEASURES

The Contractor will directly report to the UN RPP Specialist on Entrepreneurship Promotion on regular basis. The Contractor will participate in the Project meetings (by Skype, Zoom or other tools) and will share work progress. The Contractor shall submit the following reports according to the UN RPP format and guidelines. The format of reports shall be agreed at the first stage of the contract implementation, but the Programme reserves the right to make further changes and clarifications in the report form.

Types of reports:

1) Inception and Interim reports submitted in Ukrainian, including reports on the work accomplished, results, monitoring:

- Inception report – 20 calendar days after the Contract starting date;
- Interim report No. 1 – 35 calendar days after the Contract starting date;
- Interim report No. 2 – 100 calendar days after the Contract starting date.

2) Final narrative report including a summary of activities and results, lessons learned and conclusions, as well as the final financial report reflecting the whole period of contract – no later than 120 calendar days after the Contract starting date. The report should be submitted in Ukrainian and in its' summary in English. Data should be disaggregated by gender, age groups and other categories as required by the Programme.

All reports and survey results to the Programme shall be transmitted electronically (Formats of: * .docx, * .xlsx, * .pptx, * .pdf) on electronic source or in the form of electronic communication with the attached final product.

The Contractor shall comply with the system of monitoring, evaluation and quality control introduced by the Programme, and also provide the necessary information, reports and statistical data according to the predetermined schedule *or* as soon as possible (within a reasonable time).

The inception report, interim reports and the final report shall follow the pre-set template agreed with the Programme that includes both substantial and financial parts and shall be shared with the respective official.

As a quality assurance measure, the Programme representatives will be present at the opening and closure of the training courses in some locations (if the quarantine measures allow) to conduct interviews with participants and receive feedback on the quality of the Contractor's work. Zoom broadcasting of each training course will be organized by the logistic company so the Programme specialist could monitor the courses of the training programme. The Contractor shall facilitate the process by presenting the Programme with all necessary contacts of the trainees and shall refrain from influencing the impartiality of the assessment procedures.

7. EXPERIENCE AND QUALIFICATION REQUIREMENTS

- A company / organisation with a valid registration of at least 3 (three) year (for Ukrainian companies / organizations – company / organization should be registered in the territory controlled by the government of Ukraine).
- Experience in the organization and management of business training programmes (at least 3 (three) years).
- Experience in the implementation of training programmes (at least 2 (two) programmes with a total number of trainees at least 200 people per each programme).
 - Experience of previous successful cooperation with international organizations will be considered as an asset.

- At least 2 (two) recommendation letters from the previous Customer/Partner related to these Terms of Reference projects from previous Clients / Partners.
- Composition of proposed expert team (Team Leader / Project Manager, Project Assistant and Trainer) of both women and men (at least 33 % of the team are women, but not more than 66 %) is considered as an asset.
- Availability of human resources that will ensure due quality and timely implementation of the contract. The project team will include Team Leader/Project Manager, Project Assistant / Project Assistant and Trainer (please propose reasonable team composition, which may exceed the minimum required, but pay attention that only qualification of the experts included in TOR will be assessed in scoring):

Team Leader / Project Manager:

- 1) At least Master's / Specialist (or equivalent) degree in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields.
- 2) Minimum 3 (three) years of professional experience in project management and/or team management.
- 3) Experience of implementation of at least 5 (five) projects/programmes related to provision of business training services.
- 4) Proven experience in reporting (samples of at least 2 (two) project completion reports or other relevant documents of similar nature should be provided).
- 5) Fluency in Ukrainian and Russian. At least working knowledge of English is required.

Project Assistant:

- 1) At least Bachelor's (or equivalent) degree in Economy, Finance, Public Administration, Management, Entrepreneurship or other related fields.
- 2) Minimum 3 (three) years of professional experience in administrative support of training and educational projects.
- 3) Experience of work on the hotline or in multi-crowded projects would be considered as an asset.
- 4) Fluency in Ukrainian and Russian. Working knowledge of English would be considered as an asset.

Trainer:

- 1) At least 5 (five) years of relevant experience in the field of digital marketing and/or e-commerce sales, and/or branding, and/or media relations/business communication.
- 2) Proven experience in the delivery of training courses on digital marketing and e-commerce sales at least 10 (ten) training sessions conducted.
- 3) Proven facilitation experience in at least 3 (three) training programmes.
- 4) Proven experience in developing training curriculums, publications, handout materials and manuals related to digital marketing, e-commerce sales, branding and media relations/business communication, at least 3 (three) relevant samples shall be provided.
- 5) Proven experience in public presentation in Ukrainian and/or Russian language (at least 3 (three) audio, video records of such presentation (links to such records or training to be provided)).

8. DOCUMENTS TO BE SUBMITTED IN A TECHNICAL PROPOSAL

<input checked="" type="checkbox"/>	Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award).
<input checked="" type="checkbox"/>	Technical proposal in the form of a brief description of the assignment implementation with an indication approach to the performance of each stage.
<input checked="" type="checkbox"/>	A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and the competitive advantages of the applicant company / organization.
<input checked="" type="checkbox"/>	A work plan with the proposed work schedule indicating the persons responsible for each area of activity.
<input checked="" type="checkbox"/>	CVs of the project team members (Team Leader / Project Manager, Project Assistant, Trainer and others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives, as well as confirmation from each team member that they are available for the entire duration of the contract. CV of Trainer should contain samples of work from the trainer (at least 3 (three) audio, video records of trainings conducted in Ukrainian and/or Russian language (links to such records or training to be provided)).
<input checked="" type="checkbox"/>	Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners.
<input checked="" type="checkbox"/>	Financial proposal with the description of activities within the work plan.

9. EVALUATION CRITERIA AND EVALUATION METHOD

Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with 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:

- compliant with all the minimum and Experience and Qualifications requirements and
- passed the 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 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 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 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 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.

Technical criteria

Summary of Technical Proposal Evaluation Form	Score Weight	Max Points obtainable
Expertise of Firm / Organization	30%	210
Proposed Methodology, Approach and Implementation Plan	24%	170
Personnel	46%	320
Total	100%	700

Technical evaluation forms are provided below. The maximum points obtainable as per each criterion indicate the relative importance or score weight in the general evaluation process.

Technical Evaluation Forms

Form 1. Experience of the Firm / Organization submitting the proposal

Form 2. Proposed work plan, methodology and approach

Form 3. Personnel

Assessment of technical proposal Form 1		Maximum score	Company / Other organization		
			A	B	C
Expertise of Firm / Organization					
1.1	Experience in the organization and management of business training programmes: 3 years – 70 points, 4 and more years – 75 points.	75			
1.2	Experience in the implementation of training programmes with a total number of trainees at least 200 people per each programme: 2 programmes – 70 points; 3 or more – 75 points.	75			
1.3	Previous successful cooperation with international organizations (asset): availability of experience – 10 points, no experience – 0 points.	10			
1.4	Composition of proposed expert team (Team Leader / Project Manager, Project Assistant and Trainer): Meeting the requirement “at least 33 % of the team are women, but not more than 66 %” – 10 points. Not meeting the requirements - 0 points.	10			
1.5	Recommendation letters from the previous Customer/Partner related to these Terms of Reference projects from previous Clients / Partners:	40			

	2 letters – 25 points; 3 letters – 30 points, 4 and more letters – 40 points.				
Overall score on Form 1		210			

Assessment of technical proposal Form 2		Maximum score	Company / Other organization		
			A	B	C
Proposed work plan, methodology and approach					
2.1	Does the submitted Technical proposal sufficiently meet the objectives and scope of work? - The Technical proposal generally meets the objectives and scope of work – 80 points. - The Technical proposal corresponds well to the task, but workload is overstated/understated – 85 points. - The Technical proposal is logical and details the algorithm of the task which is corresponding to the volume of work – 90 points.	90			
2.2	How well developed, reasonable and reliable is the approach of implementation of services? - The approach was developed with an incomplete understanding of current realities and compliance with the objectives – 30 points. - The approach logically describes a sequence of works – 35 points. - The approach includes thorough criteria demonstrating its feasibility – 40 points.	40			
2.3	How well-elaborated is the proposed plan of work and suggested timeline? - The developed work plan is general in nature, without description and details - 30 points. - The developed work plan contains a description and in general meets the Project tasks - 35 points. - The developed work plan describes in detail the algorithm of the training programme implementation with indication of the involved specialists and the gradual transfer of the work results - 40 points.	40			
Overall score on Form 2		170			

Assessment of technical proposal Form 3		Maximum score	Company / Other organization		
			A	B	C
Personnel					
Team Leader/Project Manager					
3.1	Higher education in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related field: Master's / Specialist (or equivalent) degree – 5 points, PhD or higher – 10 points.	10			
3.2	Professional experience in project management and/or team management: 3 years – 20 points, 4-5 years – 25 points, 6 years and more – 30 points.	30			
3.3	Experience of implementation of projects / programmes / related to provision of business training services: 5 projects/programmes implemented – 15 points; 6 projects/programmes – 30 points; 7 and more projects/programmes – 40 points.	40			
3.4	Proven experience in reporting: samples of at least 2 (two) project completion reports or other relevant documents of similar nature – 10 points; 3 (three) and more samples of project completion reports or other relevant documents of similar nature – 15 points.	15			
3.5	Language knowledge: Fluency in Ukrainian and Russian, Working knowledge of English - 5 points.	5			
Interim score according to criteria 3.1 – 3.5		100			
Project Assistant					
3.6	Higher Education in Economy, Finance, Public Administration, Management, Entrepreneurship or other related field: Bachelor's degree – 8 points, Master's/Specialist degree (or equivalent) and higher – 10 points.	10			

3.7	Professional experience in administrative support of training and educational projects: 3 years – 10 points, 4 – 6 years – 15 points, 7 years or more – 25 points.	25			
3.8	Experience of work on the hotline or in multi-crowded projects (asset): no experience – 0 points; presence of such experience – 10 points.	10			
3.9	Language knowledge: Fluency in Ukrainian and Russian – 2 points; Fluency in Ukrainian and Russian, working knowledge of English - 5 points	5			
Interim score according to criteria 3.6 – 3.9		50			
Trainer					
3.10	The relevant practical experience in the field of digital marketing, e-commerce sales, branding and media relations/business communication: 5 years – 35 points, 6 years and more – 40 points.	40			
3.11	Proven experience in the delivery of trainings courses on digital marketing and e-commerce sales: 10 training sessions conducted – 20 points; 11-15 training sessions – 30 points; more than 15 training session – 50 points.	50			
3.12	Proven facilitation experience: 3 training programmes – 10 points, 4–5 training programmes – 15 points, 6 or more training programmes – 20 points.	20			
3.13	Proven experience in developing training curriculums, publications, handout materials and manuals related to digital marketing, e-commerce sales, branding and media relations/business communication: 3 samples – 35 points, 4 and more samples – 40 points.	40			
3.14	Proven experience in public presentation in Ukrainian and/or Russian language: 3 audio, video records – 10 points; 4 and more audio, video records – 20 points.	20			
Interim score according to criteria 3.10 – 3.14		170			
Overall score on Form 3		320			

10. FINANCIAL PROPOSAL

The Contractor will be responsible for all administrative expenses associated with undertaking this assignment including advertising, office accommodation, printing, stationary, telephone and electronic communications, and report copies incurred in this assignment.

The expenses related to the implementation of services, such as development of video, adaptation, advertising, accommodation, meals, technical devices, rental of premises for the activities, travel costs, as well as experts' fees and their travel costs should be included in the financial proposal.

Taking into account that purchase of services will be carried out within the project of international technical assistance, price offers/invoices for payment must be presented without VAT.

A. Cost Breakdown per Deliverables

Bidders should submit their proposals in the following format that indicates the all-inclusive fixed total contract price (lump sum) for all breakdown according to stage, types of services and schedule of their provision.

No.	Deliverables	Percentage of Total Price (Weight for payment)	Price without VAT, indicate currency
1.	Deliverable 1	15%	
2.	Deliverable 2	15%	
3	Deliverable 3	50%	
4.	Deliverable 4	15%	
5.	Deliverable 5	5%	
Total all-inclusive cost without VAT, indicate currency		100%	

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

No.	Activity/Costs	Unit	Number	Price per unit without VAT, indicate currency	Cost without VAT, indicate currency
1.	Personnel Services				
1.1	Team Leader / Project Manager	Month			

1.2	Project Assistant	Month			
1.3	Trainer	Month			
1.4	Other members of the team, if needed				
2.	Administration Costs (if necessary)				
2.1	Communication (Internet/Phone/etc.)				
2.2					
...	Other (if any - to define clearly activities/costs)				
3.	Implementation costs				
3.1	Announcement / advertisement costs (if applicable)				
...					
4.	Travel and Lodging				
4.1	Travel for 1 person				
4.2.	Accommodation of organizers and trainers/speakers (6 nights x 1 person x cost of one night stay)				
4.3	Per diems	day			
4.4	...				
5.	Other costs (if any - to define clearly activities/costs)				
5.1					
TOTAL without VAT, indicate currency					

Annex 4.

Model Contract

<p>Договір на надання Товарів та/або Послуг між Програмою розвитку Організації Об'єднаних Націй та</p> 	<p>Contract for Goods and/or Services Between the United Nations Development Programme and</p> 
<p>1. Країна, у якій будуть постачатись Товари та/або надаватись Послуги: Україна</p> <p>2. ПРООН <input type="checkbox"/> Запит цін <input checked="" type="checkbox"/> Запит пропозиції <input type="checkbox"/> Запрошення на участь у конкурсі <input type="checkbox"/> укладення прямих договорів Номер та дата:</p>	<p>1. Country Where Goods Will be Delivered and/or Services Will be Provided: Ukraine</p> <p>2. UNDP <input type="checkbox"/> Request for Quotation <input checked="" type="checkbox"/> Request for Proposal <input type="checkbox"/> Invitation to Bid <input type="checkbox"/> direct contracting Number and Date:</p>
<p>3. Посилання на номер договору (напр., номер присудження договору):</p>	<p>3. Contract Reference (e.g. Contract Award Number):</p>
<p>4. Довгострокова угода: Ні</p>	<p>4. Long Term Agreement: No</p>
<p>5. Предмет Договору: <input type="checkbox"/> товари <input checked="" type="checkbox"/> послуги <input type="checkbox"/> товари та послуги</p>	<p>5. Subject Matter of the Contract: <input type="checkbox"/> goods <input checked="" type="checkbox"/> services <input type="checkbox"/> goods and services</p>
<p>6. Тип Послуг:</p>	<p>6. Type of Services:</p>
<p>7. Дата початку Договору:</p>	<p>7. Contract Starting Date:</p>
<p>8. Дата завершення Договору:</p>	<p>8. Contract Ending Date:</p>
<p>9. Загальна сума Договору:</p>	<p>9. Total Contract Amount:</p>
<p>9а. Передплата: Не застосовується</p>	<p>9a. Advance Payment: Not applicable</p>
<p>10. Загальна вартість Товарів та/або Послуг: <input type="checkbox"/> менше 50 000 дол. США (лише Послуги) – застосовуються Загальні умови ПРООН для базових (незначних) договорів <input type="checkbox"/> менше 50 000 дол. США (Товари або Товари та Послуги) – застосовуються Загальні умови ПРООН для договорів <input type="checkbox"/> 50 000 дол. США або більше (Товари та/або Послуги) – застосовуються Загальні умови ПРООН для договорів</p>	<p>10. Total Value of Goods and/or Services: <input type="checkbox"/> below US\$50,000 (Services only) – UNDP General Terms and Conditions for Institutional (de minimis) Contracts apply <input type="checkbox"/> below US\$50,000 (Goods or Goods and Services) – UNDP General Terms and Conditions for Contracts apply <input type="checkbox"/> equal to or above US\$50,000 (Goods and/or Services) – UNDP General Terms and Conditions for Contracts apply</p>
<p>11. Метод оплати: <input checked="" type="checkbox"/> тверда (фіксована) ціна <input type="checkbox"/> відшкодування витрат</p>	<p>11. Payment Method: <input checked="" type="checkbox"/> fixed price <input type="checkbox"/> cost reimbursement</p>
<p>12. Назва(ім'я) Підрядника:</p>	<p>12. Contractor's Name:</p>
<p>13. Ім'я контактної особи Підрядника:</p> <p>Посада: керівник Адреса: Номер телефону: Факс: Email:</p>	<p>13. Contractor's Contact Person's Name:</p> <p>Title Address: Telephone number: Fax: Email:</p>
<p>14. Ім'я контактної особи ПРООН:</p> <p>Посада: Адреса: Тел.: Email:</p>	<p>14. UNDP Contact Person's Name:</p> <p>Title: Address: Telephone number Email:</p>
<p>15. Банківський рахунок Підрядника, на який будуть перераховуватись платежі: Отримувач: Назва рахунку: Номер рахунку: Назва банку: МФО</p>	<p>15. Contractor's Bank Account to which payments will be transferred: Beneficiary: Account name: Account number: Bank name: Bank address:</p>

ЄДРПОУ		MFO EDRPOU	
<p>Даний Договір складається з наступних документів, які, у разі виникнення конфлікту між ними, мають перевагу один перед одним у наступному порядку:</p> <ol style="list-style-type: none"> 1. Дана лицьова сторінка («Лицьова сторінка»). 2. Загальні умови ПРООН для договорів – Додаток 1 3. Технічне завдання (ТЗ) - Додаток 2 4. Графік надання послуг, що включають опис послуг, результати надання товарів та/або послуг, планові показники, терміни, графік здійснення платежів, та загальну суму договору – Додаток 3. 5. Технічна та Фінансова пропозиції Підрядника від _____; причому ці документи не додаються, але відомі Сторонам і знаходяться у їх розпорядженні, і є невід'ємною частиною цього Договору. <p>Все вищезазначене, включене до цього документу за допомогою посилання, містить увесь обсяг домовленостей («Договір») між Сторонами, при цьому усі інші переговори та/або угоди, незалежно від того, виконані вони в усній або ж у письмовій формі, що відносяться до предмету даного Договору, втрачають силу.</p> <p>Даний Договір вступає в силу з дня проставлення належним чином уповноваженими представниками Сторін останнього підпису на Лицьовій сторінці і припиняє свою дію в Дату завершення Договору, яка зазначена на Лицьовій сторінці. Внесення змін та/або доповнень до даного Договору можливе лише у разі оформлення належним чином уповноваженими представниками Сторін письмової угоди.</p> <p>НА ПОСВІДЧЕННЯ ЧОГО, нижчепідписані, належним чином уповноважені на це представники Сторін, підписали цю Угоду від імені Сторін у місці та в день, що вказані нижче</p>		<p>This Contract consists of the following documents, which in case of conflict shall take precedence over one another in the following order:</p> <ol style="list-style-type: none"> 1. This face sheet ("Face Sheet"). 2. UNDP General Terms and Conditions for Contracts – Annex 1 3. Terms of Reference (TOR) – Annex 2 4. Schedule of Services provision, incorporating the description of services, deliverables and performance targets, time frames, schedule of payments, and total contract amount – Annex 3 5. The Contractor's Technical Proposal and Financial Proposal, dated _____; these documents not attached hereto but known to and in the possession of the Parties, and forming an integral part of this Contract. <p>All the above, hereby incorporated by reference, shall form the entire agreement between the Parties (the "Contract"), superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.</p> <p>This Contract shall enter into force on the date of the last signature of the Face Sheet by the duly authorized representatives of the Parties, and terminate on the Contract Ending Date indicated on the Face Sheet. This Contract may be amended only by written agreement between the duly authorized representatives of the Parties.</p> <p>IN WITNESS WHEREOF, the undersigned, being duly authorized thereto, have on behalf of the Parties hereto signed this Contract at the place and on the day set forth below.</p>	
Від імені Підрядника / For the Contractor		Від імені ПРООН / For UNDP	
Підпис / Signature:		Підпис / Signature:	
Ім'я / Name:		Ім'я / Name:	
Посада / Title:		Посада / Title:	
Дата / Date:		Дата / Date:	