



REQUEST FOR PROPOSAL (RFP)

All interested	DATE: May 16, 2017
	REFERENCE: 30-2017-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **design and implementation of local awareness-raising campaign on decentralization in Donetsk and Luhansk regions**.

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) Tuesday, June 06, 2017** 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 5 MB in size**. Offers larger than 5 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 5 Mb will 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: **“30-2017-UNDP-UKR-RFP-RPP”** and **“Design and implementation of local awareness-raising campaign on decentralization in Donetsk and Luhansk regions”**.

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 attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

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

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

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

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

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

<http://www.undp.org/content/dam/undp/img/corporate/procurement/UN%20Supplier%20Code%20of%20Conduct.pdf>

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Ms. Andra Brige
Deputy Country Director
(Operations)
UNDP Ukraine

Annex 1

Description of Requirements

Project name:	Restoration of Governance and Reconciliation in Crisis-Affected Communities of Ukraine
Brief Description of the Required Services	Services Design and implementation of local awareness-raising campaign on decentralization in Donetsk and Luhansk regions
The overall objective	The main goal is for the Contractor to develop an information campaign that will help increase awareness about the positive change and impact triggered by Ukraine's decentralization reform among target communities in Donetsk and Luhansk Oblasts. The campaign will cover the following 20 communities: Lyman, Cherkaske, Mykolaivka, Bahmut, Sloviansk, Kramatorsk, Druzhkivka, Mariupol, Vuhledar, and Velyka Novosilka in Donetsk Oblast, and Bilokurakyn, Novoposkov, Bilovodsk, Krasnorichenske, Markivka, Popasna, Novoaidar, Chmyrivka, Kreminna, and Troitske in Luhansk Oblast.
Person to Supervise the Work/Performance of the Service Provider	RPP Communications Associate
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	June 2017
Latest completion date	October 2017
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 Contractor will be responsible for managing the process of the task implementation, its human resources, logistics and expenditures related to the tasks in terms of time and adequacy in close consultation with UNDP
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) – strongly advised to use as a risk mitigation measure against the impact of the local currency devaluation.

	<p>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</p> <p><input type="checkbox"/> Euro</p> <p><input checked="" type="checkbox"/> UAH</p>
Value Added Tax on Price Proposal	<p><input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line), if applicable</p> <p><input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes</p>
Validity Period of Proposals (Counting for the last day of submission of quotes)	<p><input type="checkbox"/> 30 days</p> <p><input type="checkbox"/> 60 days</p> <p><input checked="" type="checkbox"/> 90 days</p> <p><input type="checkbox"/> 120 days</p> <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	<p><input checked="" type="checkbox"/> Not permitted</p> <p><input type="checkbox"/> Permitted</p>
A pre-proposal conference will be held on:	<p>Pre-Bidding Conference will be held on 24th of May, 2017 at 3 pm at the following address: UNDP Ukraine 1, Klovsky Uzviz, Kyiv Ukraine.</p> <p>Skype Conference shall be supported for interested bidders unable to attend the Pre-Bidding Conference.</p> <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 (for bidders willing to participating via Skype Conference) at the following e-mail: procurement.ua@undp.org Attn: Procurement Unit Subject: 30-2017-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration</p>
Payment Terms ¹	<p>Payment for services of the Contractor will be held in 6 stages upon completion of each deliverable after the submission of the interim/final reports:</p> <ol style="list-style-type: none"> 1. 10% from the grand total are to be paid upon submission of Interim Report #1; 2. 20% from the grand total are to be paid after submission of Interim Report #2;

¹ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<p>3. 20% from the grand total are to be paid after submission of Interim Report #3;</p> <p>4. 20% from the grand total are to be paid after submission of Interim Report #4;</p> <p>5. 10% from the grand total are to be paid after submission of Interim Report #5;</p> <p>6. 20% from the grand total are to be paid after submission of Final Report #6;</p> <p>Payment terms: Not later than thirty (30) days as of meeting the following conditions:</p> <p>a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs;</p> <p>b) Receipt of invoice from the Contractor.</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	RPP Communications Associate
Type of Contract to be Signed	<p><input type="checkbox"/> Purchase Order</p> <p><input type="checkbox"/> Institutional Contract</p> <p><input checked="" type="checkbox"/> Contract for Professional Services</p> <p><input type="checkbox"/> Long-Term Agreement</p> <p><input type="checkbox"/> Other Type of Contract</p>
Criteria for Contract Award	<p><input type="checkbox"/> Lowest Price Quote among technically responsive offers</p> <p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</p>
Criteria for the Assessment of Proposal	<p>Technical Proposal (70%)</p> <p><input checked="" type="checkbox"/> Experience of the Organization 21%</p> <p><input checked="" type="checkbox"/> Proposed work plan, methodology and approach 36%</p> <p><input checked="" type="checkbox"/> Personnel and invited experts/consultants 43%</p> <p>Financial Proposal (30%)</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:	<p><input checked="" type="checkbox"/> One and only one Contractor</p> <p><input type="checkbox"/> One or more Contractors, depending on the following factors:</p>

Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions - Available through the Link: http://www.undp.org/content/dam/undp/img/corporate/procurement/infoforbidders/GTCsforcontracts-Goods-and-or-Services-2015.pdf <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) ²	<i>Procurement Unit</i> <i>UNDP Ukraine</i> <i>procurement.ua@undp.org</i> 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.

² This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Documents to be submitted in proposal	<p> <input checked="" type="checkbox"/> Copies of registration documents <input checked="" type="checkbox"/> Financial Statement or Financial results for 2015 -2016 (copies of income statement and balance sheet) <input checked="" type="checkbox"/> Letter of interest/proposal, providing methodology on how the work will be conducted and/or approached; <input checked="" type="checkbox"/> Proposed working plan, with suggested timeline (Gantt chart with key stages and events, their dates and places) as well as responsible staff for each activity; <input checked="" type="checkbox"/> Description of the information strategy; how objectives mentioned in ToR will be achieved. Separate descriptions of the draft concept for each activity: <ul style="list-style-type: none"> - Videos on decentralization; - Online quiz on decentralization; - Print material; - Outreach/public events. </p> <p> <input checked="" type="checkbox"/> Approach to the development of key messages. <input checked="" type="checkbox"/> Approximate media plan for all content elements of the planned campaign. <input checked="" type="checkbox"/> Examples of previous work (2 social video commercials: links or provision on any digital device acceptable; 3 types of print materials (infographics, brochure, poster): links, 1 type of an online quiz; proven record of organizing outreach public events, and at least two references from clients. Should part of the work under this ToR to be sub-contracted, the Proposer can provide samples from the expected sub-contractors. Sub-contracting arrangements in this case must be clearly described in the Technical Proposal. </p> <p> <input checked="" type="checkbox"/> Personal CVs of Project Manager/Team Leader, Project Assistant, Expert responsible for public outreach, Expert responsible for online quiz production; Expert responsible for copywriting. <input checked="" type="checkbox"/> At least 3 recommendation letters from previous Clients </p>
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<p>Other Information Related to the RFP</p>	<p><u>Administrative Requirements:</u></p> <p>Submitted offers will be reviewed on “Pass” or “Fail” basis to determine compliance with the below formal criteria/ requirement/s:</p> <ul style="list-style-type: none"> ✓ 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, including documentation regarding the company/organization’s legal status and registration ✓ Offers must comply with general administrative requirements: <ul style="list-style-type: none"> a) Officially registered organisation (commercial or non-profit). b) At least 5 years’ worth of experience advertising/production/communication; c) At least 2 advertising campaigns were conducted and at least 3 regions were covered d) At least 3 years’ experience in film or video commercials production. <p>Other information is available on http://procurement-notice.undp.org;</p> <p>For the information, please contact procurement.ua@undp.org</p>
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Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL³

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁴)

[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 30-2017-UNDP-UKR-RFP-RPP_dated 5/16/2017, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

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	
VAT payer status	
Contact person name	
Contact person email	
Contact person phone	
Company/Organization's core activities	

³ This serves as a guide to the Service Provider in preparing the Proposal.

⁴ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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
Latest Audited Financial Statement or Financial results (2015 -2016)	Copies of income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation
Track Record performed within the last 5 years	Please indicate here the List of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references; Brief description of previous products developed by the company (list);
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
Please provide contact details of at least 3 previous partners for reference	Please attach the signed reference letters <i>if any</i> .
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.

Must include:

- a) Letter of interest/proposal, providing methodology on how the work will be conducted and/or approached;***
- b) Proposed working plan, with suggested timeline (Gannt chart with key stages and events, their dates and places) as well as responsible staff for each activity;***
- c) Description of the information strategy; how objectives mentioned in ToR will be achieved. Separate descriptions of the draft concept for each activity:***
 - Videos on decentralization;***
 - Online quiz on decentralization;***
 - Print material;***
 - Outreach/public events.***

- d) Approach to the development of key messages.*
- e) Approximate media plan for all content elements of the planned campaign.*
- f) Examples of previous work 4(2 social video commercials: links or provision on any digital device acceptable; 3 types of print materials (infographics, brochure, poster): links, 1 type of an online quiz; proven record of organizing outreach public events, and at least two references from clients.*
- g) Should part of the work under this ToR to be sub-contracted, the Proposer can provide samples from the expected sub-contractors. Sub-contracting arrangements in this case must be clearly described in the Technical Proposal.*

C. Qualifications of Key Personnel

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

- a) Names and qualifications of the key personnel that will perform the services; description of roles of key personnel (who is Team Leader, who are supporting, etc.);*
- b) CVs demonstrating qualifications;*
- c) Written confirmation from each team member that they are available for the entire duration of the contract.*

At least:

- 1) Project Manager/Team Leader*
- 2) Project Assistant*
- 3) Expert responsible for public outreach*
- 4) Expert responsible for online quiz production*
- 5) Expert responsible for copywriting*

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.

A. Cost Breakdown per Deliverables*

#	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Amount, currency, excl. VAT
1	Deliverable 1	10%	
2	Deliverable 2	20%	
3	Deliverable 3	20%	
4	Deliverable 4	20%	
5	Deliverable 5	10%	
6	Deliverable 6	20%	
	Total (please indicate currency)	100%	

**This shall be the basis of the 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.

#	Activity/Costs	Unit	Num ber	Cost per unit	Amount excluding VAT**
1	Personnel				
	Project Manager/Team Leader	day			
	Project Assistant Project Assistant	day			
	Expert responsible for outreach/public events	day			
	Expert responsible for online quiz	day			

	Copywriter	day			
	Other (specify as necessary)				
2	Video shooting days in 2 regions				
	Daily allowance	day			
	Travel				
	Equipment, transportation				
	Other costs (if any - to define clearly activities/costs)				
3	Production and post production				
	Videos/TV reportages on decentralization	Set for 1 video	2		
4	Production of an animated video	Set for 1 video	1		
5	Rent of equipment, if necessary (define clearly)	day			
6	Dissemination of print materials				
7	Organization of outreach events	day	14		
8	Travel and Lodging + DSA				
9	Other costs (if any – to define clearly activities/costs)				

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

**** Dear partners!**

The United Nations Office in Ukraine would like to inform you that the purchase of goods and services announced in the tender will be carried out within the project of international technical assistance.

According to the provisions of the Tax Code of Ukraine (paragraph 197.11), an exemption from VAT is provided for operations that are financed through material and technical assistance.

The procedure for obtaining the right to exemption from taxation for operations that are made within international technical assistance projects is regulated by the Decree of the Cabinet of Ministers of Ukraine No.153 dated February 15, 2002.

According to this procedure, the price of the contract is determined "without VAT" and the tax invoice is drawn up in accordance with paragraph 2 of Order No. 1307. In the left part of this invoice, the corresponding mark "X" should be made and the type of reason 12 should be indicated. At the same time in the column "Recipient" (buyer) the name of the legal entity (UN Office in Ukraine) should be indicated, and in the column "Individual tax number of the beneficiary" (buyer) should be indicated conventional TIN (taxpayer reg. No.) "200000000000".

Based on the above stated, we request that you prepare your bid proposals / invoices for payment without VAT taking into account the provisions of the Ukrainian legislation stated in the above mentioned normative acts.

If you have any additional questions, please contact the offices of the State Fiscal Service of Ukraine at the place of registration of your company for additional advice within the Article 52 of the Tax Code of Ukraine.

Terms of Reference

Project Titles: Restoration of Governance and Reconciliation in Crisis-Affected Communities of Ukraine

Description of the assignment: Design and implementation of local awareness-raising campaign on decentralization in Donetsk and Luhansk regions

Country/place of implementation: Ukraine

Possible travels (if applicable): travels in Ukraine

Starting date of the assignment: June 2017

The term of the assignment/or end date (if applicable): October 2017

Name and position of Project Manager: RPP Communications Associate

I. BACKGROUND

The Recovery and Peacebuilding Programme (RPP) is a unifying framework for multiple projects funded by several international partners to address priority needs in eastern Ukraine. The long-term goal for eastern Ukraine is economic prosperity and lasting peace. To recover from conflict and build a foundation for lasting peace, the deep-rooted economic and governance problems that are the underlying causes of the conflict must be addressed, and reconciliation must be achieved among conflict-affected people and communities. To achieve these results, inclusive, responsive and participatory local governance needs development; social and productive infrastructure must be rebuilt and the economy redeveloped so that people's livelihoods and wellbeing improve; conflict-affected communities must also regain the security and social cohesion that was lost over the last few years.

Restoration of governance functions in conflict-affected territories is possible only in the context of complex transformations in the structures and functions of the entire system of public administration, both at the national and local levels and comprehensive decentralization reform. Multiple initiatives are under way in support of local governance, to support processes of territorial amalgamation, administrative and fiscal decentralization, and the restoration and improvement of public services. Among these, UNDP and UN Women are supporting the establishment and practice of participatory and conflict-sensitive approaches to planning and budgeting, which are inclusive, gender-responsive, and which promote women's empowerment. Regional Development Strategies have been developed by Donetsk and Luhansk oblasts with the broad engagement of civil society organizations and the business community. Social and Economic Development Strategies will be developed by newly amalgamated hromadas (communities).

The ambitious decentralization agenda, now being pursued by Donetsk and Luhansk oblasts (government-controlled areas) as a key governmental reform must enact territorial administrative reforms to consolidate units of local governance. The effective decentralization of political power, the establishment of decision-making processes that are accountable, recovery planning, and services that address the needs of everyone - women and men, girls and boys equally, as well as greater security and social cohesion - will help build peace and prevent further conflict in Ukraine.

Socio-economic analysis, technical assistance and training to manage territorial amalgamation, together with a **targeted awareness raising campaign**, will significantly facilitate the decentralization process in government-controlled areas of the Donetsk and Luhansk oblasts.

The awareness raising campaign will focus on the 20 target hromadas in which the project operates, informing the population about the decentralization reform and about the positive change it can trigger. The campaign also aims to showcase the best practices of amalgamation in the hromadas in the east that have already been amalgamated.

With this purpose, UNDP seeks to hire a national Media Organization/Company experienced in video production and advertising to: develop communication products on decentralization, including video materials/Public Service Announcement (PSA); an online quiz on social media; print materials (posters, infographics), as well as to hold outreach events in the hromadas that have not yet been amalgamated.

II. OVERALL OBJECTIVES AND TASKS

The main goal is for the Contractor to develop an information campaign that will help increase awareness about the positive change and impact triggered by Ukraine's decentralization reform among target communities in Donetsk and Luhansk Oblasts. The campaign will cover the following 20 communities: Lyman, Cherkaske, Mykolaivka, Bahmut, Sloviansk, Kramatorsk, Druzhkivka, Mariupol, Vuhledar, and Velyka Novosilka in Donetsk Oblast, and Bilokurakyn, Novopskov, Bilovodsk, Krasnorichenske, Markivka, Popasna, Novoaidar, Chmyrivka, Kreminna, and Troitske in Luhansk Oblast.

Specifically, the Contractor is to implement the following tasks:

- Develop a targeted awareness-raising campaign on decentralization reform in Ukraine, in particular in the target hromadas (communities) – based on the [research](#) on outreach opportunities, attitudes towards decentralization and media preferences provided by the Project;
- Develop messaging related to the decentralization campaign, in particular, its financial aspects, access to social services, opportunities etc. – based on the input provided by the Project and independent research;
- Develop operational documents: an implementation plan with established deadlines, clarified activities, roles and responsibilities; information on partners involved, etc.;
- As a part of the campaign, develop concepts, select protagonists and produce two short thematic videos on the best practices of the amalgamation and decentralization processes in the east of Ukraine (Donetsk and Luhansk oblasts), including both broadcast-ready and social-media-ready versions of such videos;
- Select participants/main characters for the videos above and agree them with the Project (at least two videos/ TV reportages for both Donetsk and Luhansk regions);
- Develop a local media broadcast/placement plan (for Donetsk and Luhansk oblast media) with an estimated budget and plan for airing in Donetsk and Luhansk Oblasts (note that the budget for broadcasting shall not be included in the present assignment);
- As part of the campaign, develop a concept and produce a short (max 60 sec long) animated video on the importance of community mobilization in the decentralization process; As a part of the campaign, design and hold at least 14 interactive public events in the target communities (not amalgamated) in coordination with established Work Groups in each hromada;
- As a part of the campaign, design infographics or other handout materials which aim to raise awareness about the decentralization process in Ukraine, and about its benefits and impact;
- As a part of the campaign, design and launch an online quiz on decentralization (either on an independent interactive platform or social media: Facebook or other social networks);
- Provide interim reports on campaign implementation on a monthly basis (and/or upon request of UNDP) to Communications Associate;
- Report on the number of the people reached by the awareness campaign, and with a gender and age breakdown for public outreach events.

III. GENERAL OBJECTIVES, CONDITIONS AND REQUIREMENTS

The overall objectives of the information campaign are the following:

- Raise awareness about the positive change triggered by the decentralization reform;
- Facilitate better understanding of what decentralization is about, and showcase best practices in the region and beyond;
- Promote a community's engagement in their social, cultural, political lives through concrete demonstrations that individuals are the agents of their own development rather than mere passive recipients of external aid and services;
- Create a positive attitude towards amalgamation and decentralization processes in Ukraine's east.

VIDEO ON DECENTRALIZATION

The objectives of the videos are the following:

- Inform target communities about the decentralization process and positive impact triggered by the reform;
- Engage the communities in social change and active participation in the life of their community;
- Stimulate cooperation and dialogue between local authorities, businesses and communities;
- Create a positive image of active people participating in decentralization and taking responsibilities for the life of their amalgamated or yet-to-be amalgamated communities;
- Accelerate the process of amalgamation in target communities through creating a positive and successful image of amalgamated communities in the east.

It is envisaged that the videos will:

- Demonstrate a variety of new opportunities through decentralization for communities, providing examples and success stories, including economic and social opportunities;
- Raise awareness of a positive change and impact followed by the decentralization process;
- Demonstrate the importance of active participation of hromada members in decision-making process and the life of their community;
- Raise awareness that the EU and UNDP are active supporters of decentralization reform in Ukraine (ensure that disclaimers, logos are properly used).

ANIMATED VIDEO ON COMMUNITY ENGAGEMENT AND DECENTRALIZATION

The objectives of the animated video are the following:

- Inform target communities about the decentralization process and positive impact triggered by the reform;
- Engage the communities in social change and active participation in the life of their community;
- Stimulate cooperation and dialogue between local authorities, businesses and communities.

It is envisaged that the videos will:

- Demonstrate a variety of new opportunities through decentralization for communities, providing examples how exactly they can benefit from decentralization;
- Raise awareness of a positive change and impact followed by the decentralization process;
- Demonstrate the importance of active participation of hromada members in decision-making process and the life of their community.

ONLINE QUIZ ON DECENTRALIZATION

The objectives of the quiz are the following:

- Inform target communities about key facts of the decentralization process.

It is envisaged that the quiz will:

- Have at least 10 questions with optional answers;
- Be interactive and visually attractive;
- Provide key information on what decentralization is about;
- Demonstrate Ukraine's progress in the decentralization process;
- Demonstrate the positive effects of decentralization for communities, in particular, in the Donbas.
- Provide an assessment of the quiz-taker's general knowledge following the quiz, as well refer them to an information database where they can read up on the topic.

PUBLIC EVENTS IN EACH TARGET COMMUNITY

A detailed events plan will be developed by the Contractor based on prior research that have been conducted by the Project. However, regardless of the format of public events, the **objectives of the events are the following:**

- Inform target communities about the decentralization process and positive impacts triggered by the reform;
- Engage community members in social change and active participation in the life of their community;
- Stimulate cooperation and dialogue between local authorities, businesses and communities;
- Create a positive image of active people participating in decentralization and taking responsibilities for the life of their amalgamated or yet-to-be amalgamated communities;
- Accelerate the process of amalgamation in target communities through creating a positive and successful image of amalgamated communities in the east.

INFOGRAPHICS OR OTHER PRINT MATERIAL

The objectives of the print material are the following:

- Inform target communities about the decentralization process and positive impacts triggered by the reform, especially in the Donbas.

It is envisaged that print materials will:

- Facilitate better understanding of the decentralization process in Ukraine, in particular in the Donbas;
- Encourage members of communities to actively participate in the life of their communities; Inform communities of UNDP/EU support for the decentralization process in the country.

IV. REQUIREMENTS AND CONDITIONS FOR INFORMATION CAMPAIGN

For video on decentralization;

- The main characters of the videos should be active members of amalgamated hromadas;
- The list of participants/ main characters should be agreed with the Project team;
- Each video on decentralization should be in a documentary format;
- Scenarios for videos should be agreed with the Projects;
- Each video should contain the UNDP and the EU logos, aligned with UNDP/EU communications and visibility guidelines, as well as national guidelines on the decentralization (will be provided by the Project).

For animated video on community engagement and decentralization

- The scenario and key messages should be agreed with the Project;
- Animated video should contain Ukrainian subtitles;

- Animated video should contain the UNDP and the EU logos, aligned with UNDP/EU communications and visibility guidelines, as well as national guidelines on the decentralization (will be provided by the Project).

For online quiz:

- Be visually attractive – contain photos, animations or maps;
- Contain at least 10 questions, each with at least two answer options;
- Contain a short test assessment with recommendations on where to read up on the topic;
- Be in a format suitable for social media use and share (Facebook or other social networks);
- Contain questions that provide key information on decentralization;
- Contain UNDP, EU logos.

For infographics/print materials:

- The layouts of print materials should be visually attractive and in line with the overall information campaign, and UNDP/EU visibility requirements;
- Contain UNDP/EU logos.

For public events

The events should be interactive and target at least 30 people in each target location. The language of interaction should be Ukrainian.

V. SCOPE OF WORK AND EXPECTED OUTCOMES

From June 2017 to October 2017 the Contractor will perform the following tasks, as agreed with UNDP.

1. Concept design for local awareness-raising campaign – Deliverable 1

1.1 Develop an entire information strategy, operation action plan, as well as monitoring and evaluation guidelines.

Outputs:

- Operational documents containing the following elements: operational program implementation plan with established deadlines, clarified roles and responsibilities; information on partners involved;
- Informational guidelines containing information on target groups; resources that will be engaged; timeline of stages of informational campaign development and their objectives;
- Monitoring and evaluation system: evaluation forms aimed to define impact of strategy on target groups, and the method to analyze them established.

Estimated implementation period: June 2017.

2. Videos on decentralization – Deliverable 2

2.1. Develop and agree with the Project concepts of videos that will be disseminated through popular internet resources and broadcast on local media (costs will be covered by the Project).

Outputs:

- Concept of videos containing the following elements: detailed video scenarios, list of characters to be involved in video shooting; key messages;
- Operational documents: operational program implementation plan with established deadlines and schedule of trips to the regions for shooting the videos; information on partners involved.

Estimated implementation period: June-July 2017.

- 2.2. Produce two videos which are at least 3 minutes long, as well as two social media versions/extracts max 40 sec long with captions. The videos should cover the issue of decentralization.

Outputs:

- *Videos/TV reportages on decentralization:* the stories should present the variety of opportunities that are open to communities in the context of decentralization. The videos should be motivating and showcase the active members of amalgamated communities who bring about a positive change into their community. The videos should cover best practices of the decentralization process in both Donetsk and Luhansk amalgamated hromadas (one for Luhansk oblast; one for Donetsk oblast).

Key message: Decentralization empowers women and men to take the lives in their own hands and make a positive change. It helps fight corruption, and bring social and economic prosperity into communities.

Estimated implementation period: July - Aug 2017

3. Animated video on decentralization – Deliverable 3

- 3.1.1. Develop and agree with the Project the concept of an animated video that will be disseminated through popular internet resources (costs will be covered by the Project).

Outputs:

- Concept of the animated video containing the following elements: detailed script; key messages;
- Operational documents: operational program implementation plan with established deadlines and schedule of trips to the regions for shooting the videos; information on partners involved.

Estimated implementation period: August 2017

- 3.2. Produce an animated video which is max 60 sec long, with subtitles. The videos should cover the issue of community engagement in the context of the decentralization process.

Outputs:

- *Animated video on community engagement and decentralization:* the story should present the variety of opportunities that are open to communities in the context of decentralization.

Key message: Decentralization empowers women and men to take the lives in their own hands and make a positive change. It helps fight corruption, and bring social and economic prosperity into communities.

Estimated implementation period: Aug - Sep 2017

4. Online quiz on decentralization – Deliverable 4

- 4.1. Develop and agree with the Project concept of the online quiz on decentralization for social

media
Outputs:

- Concepts of the online quiz containing the following elements: key messages; questions; optional answers; short test assessments; a visual design;
 - Operational documents: operational program implementation plan with established deadlines and schedule for quiz promotion on the social media; information on partners involved.
- 4.2. Produce an online quiz with at least 10 questions, and at least two optional answers to each question to be disseminated on social media, and ensure its distribution via social media to users living in target communities.
- Outputs:

- The online quiz should be interactive and provide quiz takers basic facts about the decentralization process in Ukraine.

Estimated implementation period: September 2017

5. Print materials/posters/ infographics – Deliverable 5

- 5.1. Develop and agree with the Project concept for posters/infographics/other print material;
- Outputs:
- Concept containing the following elements: visual presentation of the main idea, and key messages;
 - Operational documents: operational program implementation plan with established deadlines and schedule; information on partners involved.
- 5.2. Present at least 3 different layouts of print material (posters/infographics, brochures etc), print (the cost of printing will be covered by the Project) and distribute (personal hand-out) during a series of public events envisaged by the campaign in quantities sufficient to achieve maximum outreach and impact.

Outputs:

- The distributed products contribute to raise awareness of the decentralization process in Ukraine, in particular in the Donbas, as well as of a positive change this reform brings about.

Estimated implementation period: July-Oct 2015

6. Public/outreach events – Deliverable 6

- 6.1. Finalize and agree with the Project concept of a series of public/outreach events to raise awareness about decentralization in target communities of Donetsk and Luhansk Oblast, as well as a PR plan of how to communicate these events.

Outputs:

- Concepts of public events containing the following elements: detailed scenario; key messages.

- Operational documents: operational program implementation plan with established deadlines and schedule; information on partners involved.
- 6.2. Conduct at least 14 public events on decentralization in the communities that have not been amalgamated yet, ensuring participation of women and men, youth, the elderly and people with disabilities:
- The public events should be interactive, and inform people about the decentralization process in the Donbas, its benefits and positive impact.
 - The events should serve as a platform for interaction between communities and local authorities.

All logistical aspects, including travels, photo coverage of each event, invitations to the events etc. are taken over by the Contractor. The Project will facilitate the contact with respective hromadas.

Estimated implementation period: September-October 2017

GENERAL OPERATIONS

- Coordination with other partners/contractors of the joint UNDP/UN Women Project “Restoration of Governance and Reconciliation in Crisis-Affected Communities of Ukraine” in order to provide for effective interaction, wherever possible.
- Ensuring the reference to UNDP and the EU in all the products created under the Contract.
- The Contractor will be responsible for managing the process of the task implementation, its human resources, logistics and expenditures related to the tasks in terms of time and adequacy in close consultation with UNDP.
- Any communication product shall be preliminary agreed with the Project team to ensure its compliance with Project Communication Strategy, corporate UNDP Visibility Guidelines, EU Communications and Visibility Guidelines, as well as National Communication on Decentralization Strategy. Interim Reports will be provided by the Contractor on a monthly basis (and/or upon request of UNDP). UNDP will be the final authority to control the quality and evaluate the work.
- The Contractor will be responsible only for creative part and video production (and postproduction)⁵; broadcasting itself is not the part of this ToR, however, the Contractor has to prepare a broadcast and placement plan.
- The videos should showcase success stories of amalgamated hromadas where the Project operates: one video – Donetsk oblast; one video – Luhansk oblast. Approximate number of video shooting days is 7.

VI. REQUIREMENTS FOR MONITORING/REPORTING

The Contractor will report to the Communications Associate of the Recovery and Peacebuilding Programme.

⁵ **Production** includes all stages of work on the video: script writing, the selection of the team, shooting, makeup, costumes, video and sound editing, as well as all the technical work related with the shooting.

Post-production includes work on the materials after the shooting process: computer processing, production of subtitles, as well as other types of work.

The Contractor shall provide the necessary information, reports and statistics according to a preliminary determined schedule and on an ad hoc basis (within a reasonable period of time).

In particular, the Contractor shall prepare and submit the following reports to UNDP:

Interim reports to include:

- Results on development of information strategy, key messages, concepts of videos and animated video, concept of online quiz, print materials, and public events, operational program implementation plan with established deadlines, clarified roles and responsibilities, information on partners involved, description of target groups, and expected impact of the campaign etc.
 - Video scripts, list of characters (and organizations) participated in videos on decentralization; main messages of the videos and description of target groups; expected impact of the videos on target groups; schedule of “field visits” to the regions for film shooting;
 - Layouts of print materials; main messages and description of target groups; expected impact of the print materials on target groups;
 - Report on the impact of public events, and other campaign activities, number of people targeted by the campaign, with gender and age breakdown for public events.
-
- Interim Report #1 upon completion of Deliverable 1;
 - Interim Report #2 – upon completion of Deliverable 2;
 - Interim Report #3 – upon completion of Deliverable 3;
 - Interim Report #4 – upon completion of Deliverable 4;
 - Interim report #5 – upon completion of Deliverable 5;
 - Final Report – upon completion of Deliverable 6.

Use of Reports/Documents

No report or document should be published or distributed to third parties without approval of UNDP. The Tentative Work Plan provided hereinabove may be amended upon Contractor’s suggestions and/or mutual discussion of UNDP and the Contractor and solely upon a written consent. Any unauthorized breach of terms and conditions of the agreed plan may lead to termination of the contract.

VII. EXPERIENCE AND QUALIFICATION REQUIREMENTS

- Officially registered organization (commercial, non-governmental, public);
- Minimum 5 years of experience on Ukrainian advertising/production/communication market;
- Experience in conducting commercial, advocacy awareness-raising or media campaigns, preferably beyond regional level (at least 2 advertising campaigns were conducted and at least 3 regions were covered);
- At least 3 years experience in film or video commercials production;
- Experience in cooperation with international organizations would be an asset;
- Knowledge of the decentralization processes would be an asset.

Requirements for the Company Team members:

Project Manager/Team Leader

- 1) Master’s or equivalent degree in Management, Social Science, Marketing, Communications, Advertising or other relevant education;
- 2) At least 3 years of experience in project management;

- 3) At least 2 years of experience in conducting awareness-raising/advocacy/media or advertising campaigns;
- 4) At least 2 years of experience in film/video commercials production;
- 5) Fluent Ukrainian/Russian and upper-intermediate level of English language.

Project Assistant

- 1) Bachelor's or equivalent degree in Social Science, Marketing, Communications, Journalism, Advertising, Design or other relevant experience;
- 2) At least 3 years of proven experience in video production or graphic design;
- 3) At least 2 years of proven experience in conducting awareness-raising/advertising/advocacy campaigns;
- 4) Fluent Ukrainian/Russian and upper-intermediate level of English language.

Expert responsible for outreach events

- 5) Bachelor's or equivalent degree in Social Science, Marketing, Communications, Advertising or other relevant education;
- 6) At least 3 years of proven experience in organizing outreach/public activities;
- 7) Fluent Ukrainian and Russian.

Expert responsible for online quiz production

- 1) Bachelor's or equivalent degree in IT, Social Science, Marketing, Communication, Advertising, Design or other relevant education;
- 2) At least 2 years of proven experience in developing and production of online materials including social media apps or online quizzes;
- 3) Fluent Ukrainian/Russian and upper-intermediate level of English language.

Expert responsible for copywriting

- 1) Bachelor's or equivalent degree in Philology, Social Science, Marketing, Communication, Advertising, Design or other relevant education;
- 2) At least 3 years of proven experience in copywriting;
- 3) Fluent Ukrainian/Russian and upper-intermediate level of English language.

Requirements for videos

ITEMS	Number of items, pcs	ITEM'S DESCRIPTION / SPECIFICATIONS
Production of videos on decentralization	Two videos/TV reportages – at least 3-minute long	<ul style="list-style-type: none"> - script development; - subtitles (in English); - Ukrainian/Russian language for voice acting; <p style="text-align: center;">VIDEO:</p> <p>resolution: 1920 x 1080 (16x9 Full HD)</p> <p>codec: H.264, ProRes 422, MPEG-2 or MPEG-4:</p> <p>Bitrate – maximum</p> <p>Chroma subsampling: 4:2:0</p> <p style="text-align: center;">SOUND:</p>

Production of animated video on decentralization and community engagement	One animated video clip – max 60 sec long	<p>AAC-LC or MP3: 44,1 khz, 2 channels (stereo);</p> <p>- final cut; - video should be recorded on DVD and delivered to the UNDP. Max 40-seconds social-media version with captions (for users with audio deactivated)</p> <p>- script development; - captions/infographic in Ukrainian; - Ukrainian/Russian language for voice acting;</p> <p>ANIMATED VIDEO: resolution: 1920 x 1080 (16x9 Full HD) codec: H.264, ProRes 422, MPEG-2 or MPEG-4: Bitrate – maximum Chroma subsampling: 4:2:0</p> <p>SOUND: AAC-LC or MP3: 44,1 khz, 2 channels (stereo);</p> <p>- final cut; - video should be recorded on DVD and delivered to the UNDP. Social media version with subtitles (with audio deactivated)</p>
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VIII. DOCUMENTS TO BE SUBMITTED IN TECHNICAL PROPOSAL

- ☒ Letter of interest/proposal, providing methodology on how the work will be conducted and/or approached;
- ☒ Proposed working plan, with suggested timeline (Gantt chart with key stages and events, their dates and places) as well as responsible staff for each activity;
- ☒ Description of the information strategy; how objectives mentioned in ToR will be achieved. Separate descriptions of the draft concept for each activity:
 - Videos on decentralization;
 - Online quiz on decentralization;
 - Print material;
 - Outreach/public events.
- ☒ Approach to the development of key messages.
- ☒ Examples of previous work 4(2 social video commercials: links or provision on any digital device acceptable; 3 types of print materials (infographics, brochure, poster): links, 1 type of an online quiz; proven record of organizing outreach public events, and at least two references from clients.
Should part of the work under this ToR to be sub-contracted, the Proposer can provide samples from the expected sub-contractors. Sub-contracting arrangements

in this case must be clearly described in the Technical Proposal.



Personal CVs of Project Manager/Team Leader, Project Assistant, Expert responsible for public outreach, =, Expert responsible for online quiz production; Expert responsible for copywriting.

IV. FINANCIAL PROPOSAL

The Financial Proposal should be submitted in a separate archived file protected by password and include the following categories of costs.

#	Activity/Costs	Unit	Number	Cost per unit	Amount excluding VAT	VAT	Amount including VAT
1	Personnel						
	Project Manager/Team Leader	day					
	Project Assistant Project Assistant	day					
	Expert responsible for outreach/public events	day					
	Expert responsible for online quiz	day					
	Copywriter	day					
	<i>Other (specify as necessary)</i>						
2	Video shooting days in 2 regions						
	Daily allowance	day					
	Travel						
	Equipment, transportation						
	Other costs (if any - to define clearly activities/costs)						
3	Production and post production						
	Videos/TV reportages on decentralization	Set for 1 video	2				
4	Production of an animated video	Set for 1 video	1				
5	Rent of equipment, if necessary (define clearly)	day					
6	Dissemination of print materials						

7	Organization of outreach events	day	14				
8	Travel and Lodging + DSA						
9	Other costs (if any – to define clearly activities/costs)						

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

SUGGESTED PAYMENT SCHEDULE:

Payment for services of the Contractor will be held in 6 stages upon completion of each deliverable after the submission of the interim/final reports:

7. 10% from the grand total are to be paid upon submission of Interim Report #1;
8. 20% from the grand total are to be paid after submission of Interim Report #2;
9. 20% from the grand total are to be paid after submission of Interim Report #3;
10. 20% from the grand total are to be paid after submission of Interim Report #4;
11. 10% from the grand total are to be paid after submission of Interim Report #5;
12. 20% from the grand total are to be paid after submission of Final Report (#6);

EVALUATION CRITERIA

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 passed the minimum technical score of 70% (or 300 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 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 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 awarded to the bidder that submitted the winning proposal.

Evaluation and comparison of proposals

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company / Organization			
1	Experience of the organization submitting the proposal	21%	150				
2	Proposed work plan, methodology and approach	36%	250				
3	Personnel and invited experts/consultants	43%	300				
Total Score		100%	700				
Notes							

Technical evaluation forms are provided at the next pages. The maximal points obtainable as per each criterion indicate the relative importance or score weight in general evaluation process.

Technical Evaluation Forms:

Form 1. Experience of the company / organization submitting the proposal

Form 2. Proposed work plan, methodology and approach

Form 3. Personnel and invited experts/consultants

Technical Evaluation Criteria

Evaluation of the Technical Proposal Form 1		Maximum score	Company/Other organization		
			A	B	C
The experience of the company / organization submitting the proposal					
1.1	General organizational capacity (e.g., size of the organization, the reputation of the organization and personnel, competence / relevant experience) and the duration of work in the relevant sphere (minimum 5 years - 30 points, 6 years and more - 40 points)	40			
1.2	Experience in conducting public commercial, advocacy, awareness-raising or media campaigns, preferably beyond regional level (at least 2 campaigns were conducted and at least 3 regions were covered): 2 campaigns – 20 points; 3-4 campaigns – 30 points; 4 and more campaigns – 40 points.	40			
1.3	Experience in film or video commercials production: 3 years – 30 points; 4 years and more – 40 points.	40			
1.4	Experience in cooperation with international organizations: availability of experience – 10 points, no experience – 0 points.	10			

1.5	Knowledge of the decentralization processes: availability of knowledge – 20 points, no proof of such knowledge – 0 points.	20			
The total score on Form 1		150			

Evaluation of the Technical Proposal Form 2		Maximum score	Company/Other organization		
			A	B	C
Proposed work plan, methodology and approach					
2.1	The quality of the proposed information strategy and concepts for videos and its compliance with the stated goals of the TOR: <ul style="list-style-type: none">- The strategy involves all target groups and messages proposed in the ToR – up to 30 points;- The strategy is looped and combines all required products within single tagline – up to 10 points;- The proposed messages ensure achievements of above mentioned outcomes – up to 10 points.	up to 50			
2.2	How well developed is the approach to each videos, online quiz, print materials, and outreach/public events? <ul style="list-style-type: none">- The concept of videos on decentralization covers all proposed messages in ToR and covers all target groups – up to 30 points;- The concept of online quiz on decentralization covers all proposed messages in ToR and covers all target groups – up to 30 points;- The concept of outreach events covers all proposed messages in ToR and covers all target groups – up to 30 points;- The concept of print materials covers all proposed messages in ToR and covers all target groups – up to 30 points.	up to 120			
2.3	How well developed, optimal and compliant with the terms of reference is the action plan with a list of key activities and a time frame? <ul style="list-style-type: none">- The plan is detailed with a breakdown by working days – up to 20 points;- The plan is realistic and meets the timing requirements of the Project – up to 40 points;- Key activities are developed in the optimal sequence and provide for optimal implementation of the program – up to 20 points	up to 80			
The total score on Form 2		250			

	Evaluation of the Technical Proposal Form 3	Maximum score	Company/Other organization		
			A	B	C

Personnel					
Project Manager/ Team Leader					
3.1.	Experience in project management (3 – 4 years – 20 points, 5 years and more – 30 points)	30			
3.2.	Availability of relevant experience in film/video production (2 years – 20 points; 3 years and more – 30 points)	30			
3.3.	Availability of relevant experience in conducting awareness-raising/ advocacy/ media / advertising campaigns (2 years – 10 points; 3 years and more – 20 points)	20			
3.4.	Higher education in Management, Social Science, Marketing, Communication, Advertising or other relevant education (Master's/ Specialist's degree – 5, PhD or higher - 10 points)	10			
3.5.	Language skills (Fluent Ukrainian/Russian and upper-intermediate English – 5 points, Fluent Ukrainian/Russian and fluent English - 10 points)	10			
Interim score by criteria 3.1.-3.5.		100			
Project Assistant					
3.6.	Availability of proven experience in video production or graphic design (3 years – 10 points; 4 years and more – 15 points)	15			
3.7.	Availability of proven experience in conducting awareness-raising /advertising/ advocacy campaigns (2 years – 10 points; 3 years and more – 15 points)	15			
3.8.	Higher education in Social Science, Marketing, Communication, Journalism, Advertising, Design or other relevant education: Bachelor's degree – 5 points, Master's/ Specialist's degree or higher - 10 points)	10			
3.9.	Language skills (Fluent Ukrainian/Russian and upper-intermediate English – 5 points, Fluent Ukrainian/Russian and fluent English - 10 points)	10			
Interim score by criteria 3.6.-3.9.		50			
Expert responsible for public outreach events					
3.10.	Availability of proven experience in organizing outreach events (3 years – 20 points; 4 years and more- 30 points)	30			
3.11.	Higher education in Social Science, Marketing, Communication, Advertising or other relevant education (Bachelor's degree – 5 points, Master's/ Specialist's degree or higher - 10 points)	10			
3.12.	Russian and Ukrainian language skills (10 points)	10			
Interim score by criteria 3.10.-3.12.		50			
Expert responsible for online quiz production					

3.13.	Availability of proven experience in developing and production of online material, including social media apps or online quizzes (2 years – 20 points; 3 years and more – 30 points)	30			
3.14.	Higher education in IT, Social Science, Marketing, Communication, Advertising, Design or other relevant education (Bachelor's degree – 5 points, Master's/ Specialist's degree or higher - 10 points)	10			
3.15.	Language skills (Fluent Ukrainian/Russian and upper-intermediate English – 5 points, Fluent Ukrainian/Russian and fluent English - 10 points)	10			
	Interim score by criteria 3.13.-3.15.	50			
Expert responsible for copywriting					
3.16.	Availability of proven experience in copywriting (3 years – 20 points, 4 years and more – 30 points)	30			
3.17.	Higher education in Philology, Social Science, Marketing, Communication, Advertising, Design or other relevant education (Bachelor's degree – 5 points, Master's/ Specialist's degree or higher – 10 points)	10			
3.18.	Language skills (Fluent Ukrainian/Russian and upper-intermediate English – 5 points, Fluent Ukrainian/Russian and fluent English - 10 points)	10			
	Interim score by criteria 3.16.-3.18.	50			
	The total score on Form 3	300			

Annex 4

Model Contract for Professional Consulting Services
between UNDP and a Company or other entity⁶

Date _____

Dear Sir/Madam,

Ref.: _____/ _____/ _____ **[INSERT PROJECT NUMBER AND TITLE OR OTHER REFERENCE]**

The United Nations Development Programme (hereinafter referred to as "UNDP"), wishes to engage your **[company/organization/institution]**, duly incorporated under the Laws of _____ **[INSERT NAME OF THE COUNTRY]** (hereinafter referred to as the "Contractor") in order to perform services in respect of _____ **[INSERT SUMMARY DESCRIPTION OF THE SERVICES]** (hereinafter referred to as the "Services"), in accordance with the following Contract:

1. Contract Documents

- 1.1 This Contract is subject to the UNDP General Conditions for Professional Services attached hereto as Annex I. The provisions of such Annex shall control the interpretation of this Contract and in no way shall be deemed to have been derogated by the contents of this letter and any other Annexes, unless otherwise expressly stated under section 4 of this letter, entitled "Special Conditions".
- 1.2 The Contractor and UNDP also agree to be bound by the provisions contained in the following documents, which shall take precedence over one another in case of conflict in the following order:
 - a) this letter;
 - b) the Terms of Reference [ref.dated.....], attached hereto as Annex II;
 - c) the Contractor's technical proposal [ref....., dated], as clarified by the agreed minutes of the negotiation meeting⁷[dated.....], both documents not attached hereto but known to and in the possession of both parties.
- 1.3 All the above shall form the Contract between the Contractor and UNDP, superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.

2. Obligations of the Contractor

- 2.1 The Contractor shall perform and complete the Services described in Annex II with due diligence and efficiency and in accordance with the Contract.
- 2.2 The Contractor shall provide the services of the following key personnel:

Name Specialization Nationality Period of service

⁶This model contract is intended for services (studies, consultancies by firms, etc) to be obtained from companies as well as from NGOs, Universities, etc. It is not to be used for procuring goods or works. Any substantial deviations to the text should be made in consultation with BOM.

⁷ If there are updates to the technical proposal or correspondence exchanged in clarification of certain aspects, reference them too, provided that they are fully acceptable to UNDP. Otherwise, aspects which resolution is pending should be dealt with in this letter itself or in the Terms of Reference, as appropriate.

.....

2.3 Any changes in the above key personnel shall require prior written approval of _____ **[NAME and TITLE]**, UNDP.

2.4 The Contractor shall also provide all technical and administrative support needed in order to ensure the timely and satisfactory performance of the Services.

2.5 The Contractor shall submit to UNDP the deliverables specified hereunder according to the following schedule:

[LIST DELIVERABLES]

[INDICATE DELIVERY DATES]

e.g.

Progress report

../../....

Final report

../../....

2.6 All reports shall be written in the English language, and shall describe in detail the services rendered under the Contract during the period of time covered in such report. All reports shall be transmitted by the Contractor by _____ **[MAIL, COURIER AND/OR FAX]** to the address specified in 9.1 below.

2.7 The Contractor represents and warrants the accuracy of any information or data provided to UNDP for the purpose of entering into this Contract, as well as the quality of the deliverables and reports foreseen under this Contract in accordance with the highest industry and professional standards.

OPTION 1 (FIXED PRICE)

3. Price and Payment⁸

3.1 In full consideration for the complete and satisfactory performance of the Services under this Contract, UNDP shall pay the Contractor a fixed contract price of _____ **[INSERT CURRENCY & AMOUNT IN FIGURES AND WORDS]**.

3.2 The price of this Contract is not subject to any adjustment or revision because of price or currency fluctuations or the actual costs incurred by the Contractor in the performance of the Contract.

3.3 Payments effected by UNDP to the Contractor shall be deemed neither to relieve the Contractor of its obligations under this Contract nor as acceptance by UNDP of the Contractor's performance of the Services.

3.4 UNDP shall effect payments to the Contractor after acceptance by UNDP of the invoices submitted by the Contractor to the address specified in 9.1 below, upon achievement of the corresponding milestones and for the following amounts:

MILESTONE⁹

AMOUNT

TARGET DATE

Upon.....

.....

../../....

Invoices shall indicate the milestones achieved and corresponding amount payable.

⁸ This version of section 3 is to be used for fixed price contracts. Fixed price contracts should normally be used when it is possible to estimate with reasonable accuracy the costs of the activities which are the subject of the Contract.

⁹ If an advance payment is granted, define the first milestone as "upon signature of the contract by both parties". Please note that advance payments should be granted only in exceptional cases, and that they must comply with UNDP policies and procedures.

OPTION 2 (COST REIMBURSEMENT)

3. Price and payment¹⁰

- 3.1 In full consideration for the complete and satisfactory performance of the Services under this Contract, UNDP shall pay the Contractor a price not to exceed _____ **[INSERT CURRENCY & AMOUNT IN FIGURES AND WORDS]**.
- 3.2 The amount contained in 3.1 above is the maximum total amount of reimbursable costs under this Contract. The Breakdown of Costs in Annex _____ **[INSERT ANNEX NUMBER]** contains the maximum amounts per cost category that are reimbursable under this Contract. The Contractor shall reflect in his invoices the amount of the actual reimbursable costs incurred in the performance of the Services.
- 3.3 The Contractor shall not do any work, provide any equipment, materials and supplies, or perform any other services which may result in any costs in excess of the amount under 3.1 or of any of the amounts specified in the Breakdown of Costs for each cost category without the prior written agreement of _____ **[NAME and TITLE]**, UNDP.
- 3.4 Payments effected by UNDP to the Contractor shall be deemed neither to relieve the Contractor of its obligations under this Contract nor as acceptance by UNDP of the Contractor's performance of the Services.
- 3.5 The Contractor shall submit invoices for the work done every _____ **[INSERT PERIOD OF TIME OR MILESTONES]**.

OR

- 3.5. The Contractor shall submit an invoice for _____ **[INSERT AMOUNT AND CURRENCY OF THE ADVANCE PAYMENT IN FIGURES & WORDS]** upon signature of this Contract by both parties and invoices for the work done every _____ **[INSERT PERIOD OF TIME OR MILESTONES]**.¹¹

3.6 Progress and final payments shall be effected by UNDP to the Contractor after acceptance of the invoices submitted by the Contractor to the address specified in 9.1 below, together with whatever supporting documentation of the actual costs incurred is required in the Breakdown of Costs or may be required by UNDP. Such payments shall be subject to any specific conditions for reimbursement contained in the Breakdown of Costs.

4. Special conditions¹²

4.1 The responsibility for the safety and security of the Contractor and its personnel and property, and of UNDP's property in the Contractor's custody, rests with the Contractor.

4.1.1. Security

The Contractor shall:

- (a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;

¹⁰ This version of section 3 is to be used for cost reimbursement contracts. Normally, cost reimbursement contracts should be used when it is not possible to estimate with reasonable accuracy the total costs of the activities which are the subject of the Contract.

¹¹ This clause should be used if an advance payment is granted. Please note that advance payments should be granted only in exceptional cases, and that they must comply with UNDP policies and procedures. Any advance which represents 30% or more of the proposed total contract value must be cleared by the Office of Finance and Administration prior to contract signature, with the exception of contracts below \$50,000.

¹² Under this Section, you may propose special clauses in order to adapt the model contract to the specific situation. In this sample clause 4, several clauses of common use are given. If they are not required, they should be deleted. If there are no special conditions, please choose the alternative version of 4 in order to conform to clause 1.1.

- (b) assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.

4.1.2 UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for UNDP's property in its custody as set forth in paragraph 4.1 above.

4.2 Audits and Investigations

Each invoice paid by UNDP shall be subject to a post-payment audit by auditors, whether internal or external, of UNDP or the authorized agents of the UNDP at any time during the term of the Contract and for a period of three (3) years following the expiration or prior termination of the Contract. The UNDP shall be entitled to a refund from the Contractor for any amounts shown by such audits to have been paid by the UNDP other than in accordance with the terms and conditions of the Contract. Should the audit determine that any funds paid by UNDP have not been used as per contract clauses, the company shall reimburse such funds forthwith. Where the company fails to reimburse such funds, UNDP reserves the right to seek recovery and/or to take any other action as it deems necessary.

4.2.1 The Contractor acknowledges and agrees that, at anytime, UNDP may conduct investigations relating to any aspect of the Contract, the obligations performed under the Contract, and the operations of the Contractor generally. The right of UNDP to conduct an investigation and the Contractor's obligation to comply with such an investigation shall not lapse upon expiration or prior termination of the Contract. The Contractor shall provide its full and timely cooperation with any such inspections, post-payment audits or investigations. Such cooperation shall include, but shall not be limited to, the Contractor's obligation to make available its personnel and any documentation for such purposes and to grant to UNDP access to the Contractor's premises. The Contractor shall require its agents, including, but not limited to, the Contractor's attorneys, accountants or other advisers, to reasonably cooperate with any inspections, post-payment audits or investigations carried out by UNDP hereunder.

4.3 Anti-terrorism

The Contractor agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received under this Contract are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>. This provision must be included in all sub-contracts or sub-agreements entered into under this Contract.

4.4 The advance payment to be made upon signature of the contract by both parties is contingent upon receipt and acceptance by UNDP of a bank guarantee for the full amount of the advance payment issued by a Bank and in a form acceptable to UNDP.¹³

4.5 The amounts of the payments referred to under section 3.6 above shall be subject to a deduction of _____ **[INSERT PERCENTAGE THAT THE ADVANCE REPRESENTS OVER THE TOTAL PRICE OF THE CONTRACT]** % (... percent) of the amount accepted for payment until the cumulative amount of the deductions so effected shall equal the amount of the advance payment.¹⁴

¹³ This clause must be used when an advance payment of \$50,000 or more is granted to the Consultant and may be used for payments under \$50,000 when appropriate. Please note that advance payments should be exceptional, whatever their amount and must comply with UNDP Financial Regulations and Rules.

¹⁴ This clause must be used when an advance payment is granted (whatever the amount) in a cost reimbursement contract. A payment upon signature is considered an advance payment.

4.6 Owing to [.....], Article(s) [.....] of the General Conditions in Annex I shall be amended to read/be deleted.¹⁵

5. Submission of invoices

5.1 An original invoice shall be submitted by mail by the Contractor for each payment under the Contract to the following address:

5.2 Invoices submitted by fax shall not be accepted by UNDP.

6. Time and manner of payment

6.1 Invoices shall be paid within thirty (30) days of the date of their acceptance by UNDP. UNDP shall make every effort to accept an invoice or so advise the Contractor of its non-acceptance within a reasonable time from receipt.

6.2 All payments shall be made by UNDP to the following Bank account of the Contractor:

[NAME OF THE BANK], [ACCOUNT NUMBER], [ADDRESS OF THE BANK]

7. Entry into force. Time limits.

7.1 The Contract shall enter into force upon its signature by both parties.

7.2 The Contractor shall commence the performance of the Services not later than _____ **[INSERT DATE]** and shall complete the Services within _____ **[INSERT NUMBER OF DAYS OR MONTHS]** of such commencement.

7.3 All time limits contained in this Contract shall be deemed to be of the essence in respect of the performance of the Services.

8. Modifications

8.1 Any modification to this Contract shall require an amendment in writing between both parties duly signed by the authorized representative of the Contractor and _____ **[NAME AND TITLE]** UNDP.

9. Notifications

For the purpose of notifications under the Contract, the addresses of UNDP and the Contractor are as follows:

For the UNDP:

_____ **[INSERT CONTRACT REFERENCE & NUMBER]**

For the Contractor:

[INSERT NAME, ADDRESS AND TELEX, FAX AND CABLE NUMBERS]

If the above terms and conditions meet with your agreement as they are typed in this letter and in the Contract Documents, please initial every page of this letter and its attachments and return to this office one original of this Contract, duly signed and dated.

Yours sincerely,

[INSERT NAME AND TITLE]

For **[INSERT NAME OF THE COMPANY/ORGANIZATION]**

¹⁵ This is a sample clause for the rare cases where there is a conflict with a provision of the General Conditions which does not involve privileges and immunities, arbitration or some other fundamental aspects of the UNDP legal status. All such changes to the General Conditions shall require consultation with OLPS/BOM.