**Annex III**

**Individual’s Information Sheets**

**“Expert for developing a multi-annual multi-channel public awareness campaign for promoting the Project’s key messages under Policy Reforms and Market Transformation of the Energy Efficient Buildings Sector of the Islamic Republic of Iran Project”**

**(Please type)**

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| **General Information:** |
| **Full name of individual:**  **Home address:**  **Telephone no.:**  **Fax no.:**  **E-mail address:**  ***Please attach your CV/resume.*** |
|  |
| **References: Please provide the full names and contact details of at least two people (not related to you) or organizations/companies with whom/which you have had previous work experience. Please note that if selected, these referees will be contacted for the purpose of reference checking.** |
| **1) Full name of referee:**  **Position/occupation:**  **Telephone no.:**  **E-mail address:** |
| **2) Full name of referee:**  **Position/occupation:**  **Telephone no.:**  **E-mail address:** |

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| --- |
| **Please list your similar previous activities (at least one case) with description of services provided by you.** |
| **1)**  **2)**  **3)** |

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| **Please write a summary of your educational background and your experience in below areas:**   * Write about your University Degree/s: * Write about your experience in below areas: * Designing and implementing public awareness campaigns, stakeholder mobilization, communication and networking programs in the energy efficiency; * Proven experience of participatory work with Journalists, implementation of awareness and promotion plans, and creation of Awareness Campaigns; * Knowledge of visual and mass communications of EE in energy efficiency field. * Content creation and scheduling; ability to extract, interpret and analyse data and resolve operational problems * Context of energy/socio-economic in Iran      * Please write about your computer skills; * Experience in working with UNDP * Your knowledge of English (reading, writing and speaking), please rate yourself.  No proficiencyElementary proficiencyLimited working proficiencyProfessional working proficiencyFull professional proficiencyNative or bilingual proficiency |

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| **Letter of interest: Please write (or attach), in no more than one page, about your motivation and interest in this activity and its relevance to your qualifications and previous work experience as well as why you consider yourself suitable for the work and a brief methodology on how you will approach & conduct the work.** |
|  |

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| **Please explain your methodology and approach for carrying out the activities and obtaining the expected outputs.** |
|  |
| **Please develop an action plan with steps and timeframe for activities to be conducted by you including coordination with organizations required for implementation of the work** |
| Example:   |  |  |  |  | | --- | --- | --- | --- | | Steps | Involved entities  (if applicable) | Timeframe | Responsible entity/individual  (if applicable) | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |

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| **Attachments:** |
| ***Please attach following documents:***   * CV * Any other relevant documents including copy of contracts, publications, etc**.**   ***Other explanations:***  **Name and signature of the individual**  **Name:**  **Signature:**  **Date**: |

**Annex IV**

**Financial Proposal**

The offeror is asked to provide a Financial Proposal with detailed cost breakdown and separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel and out of pocket expenses should be listed separately.

In case of any equipment component to the service provided, the Financial Proposal should include figures for both purchase and lease/rent options. The UNDP reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

Notes:

* The financial proposal should be provided in Euro.
* For preparing the financial proposal, please use UN Operational Rate of Exchange. For update rates please see: <http://treasury.un.org/operationalrates/OperationalRates.aspx>

1. **Breakdown of Cost by Deliverables**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Breakdown of Cost by Deliverables** | | **Expected No. of days** | **Unit/item or Service Price (EUR)** | **Total Price (EURO)** |
| 1 | Strategic multi-annual multi-channel public media promotion and awareness campaign, inclusive of budget, messages, audio-visual identity; aiming at changing attitude towards energy use and creating motivation for improving energy efficiency by the public at large at their homes and places of work. |  |  |  |
| 2 | Prepare a communication plan for external communication with project policy stakeholders and mass media; |  |  |  |
| 3 | In cooperation with MEEE expert prepare a mobilization workshop and communication plan for the financial sector project stakeholders; |  |  |  |
| 4 | Prepare a communication plan for communication with media; |  |  |  |
| 5 | Prepare a format for quarterly E-newsletter, prepare one news-letter, post it on website, and send via email to stakeholders/partners/consultants and media and related news agencies; |  |  |  |
| 6 | Prepare a format and propose a content for Project’s launching event focused on key project objectives, activities, instruments and expected results; |  |  |  |
| 7 | Quarterly reports on progress/issues to NPM; |  |  |  |
| 8 | Miscellaneous cost (Travel cost, etc.) | | |  |
|  | **Total** | | | [ …….] |

1. **Breakdown of Cost by Components:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost Components** | **Unit Cost** | **Quantity** | **Total Rate for the Contract Duration** |
| 1. **Personnel Costs** |  |  |  |
| Professional Fees |  | 60 days |  |
| Life Insurance |  |  |  |
| Medical Insurance |  |  |  |
| Communications |  |  |  |
| Others (pls. specify) |  |  |  |
|  |  |  |  |
| 1. **Travel Expenses to Join duty station** |  |  |  |
| Round Trip Airfares to and from duty station |  | 3 trips |  |
| Current Living Allowance in Tehran (as per November rate of Exchange) | 108.7 | 45 days |  |
| Travel Insurance |  | 3 trips |  |
| Terminal Expenses |  | 3 trips |  |
| Visa |  | 3 trips |  |
| Others (pls. specify) |  |  |  |
|  |  |  |  |
| 1. **Duty Travel** |  |  |  |
| Round Trip Airfares |  |  |  |
| Living Allowance |  |  |  |
| Travel Insurance |  |  |  |
| Terminal Expenses |  |  |  |
| Others (pls. specify) |  |  |  |
|  |  |  |  |

Signature:

Name: Title: Date: