



REQUEST FOR PROPOSAL RFP 109/18

NAME & ADDRESS OF FIRM	DATE: November 19, 2018
	REFERENCE: Development and production of pro-environmental public awareness materials

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Development and production of pro-environmental public awareness materials (the detailed TOR is attached separately as Annex 1a)**.

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

Proposals need to be submitted on or before **3 December 2018, 4:00pm** local Yerevan time (GMT +4) via email, courier mail to the address below:

United Nations Development Programme / UNDP
14 Petros Adamyan St., Yerevan 0010, Republic of Armenia

Or submit via e-mail to the following e-mail address: tenders.armenia@undp.org

Please note that proposals received through any other e-mail address will not be considered.

Your Proposal must be expressed in the English, and valid for a minimum period of 60 calendar 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.

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

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

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

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

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Procurement Unit / UNDP Armenia

Description of Requirements

Context of the Requirement	Development and production of pro-environmental public awareness materials
Implementing Partner of UNDP	UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders” Project
Brief Description of the Required Services ¹	Please see attached Terms of Reference (TOR), Annex 1a
List and Description of Expected Outputs to be Delivered	Please see attached Terms of Reference (TOR), Annex 1a
Person to Supervise the Work/Performance of the Service Provider	Project Coordinator of UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders”
Frequency of Reporting	<i>weekly</i>
Progress Reporting Requirements	On regular basis
Location of work	<input type="checkbox"/> Exact Address/es <i>[pls. specify]</i> <input checked="" type="checkbox"/> At Contractor’s Location
Expected duration of work	5 months
Target start date	December 2018
Latest completion date	May 2019
Travels Expected	N/A
Special Security Requirements	<input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Not Required
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency																				
Value Added Tax on Price Proposal ²	<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 checked="" type="checkbox"/> 60 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																				
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted																				
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Coordinator of UNDP-GEF "Generate global environmental benefits through environmental education and raising awareness of stakeholders"																				
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services																				
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), where the minimum passing score of technical proposal is 70%.																				

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

³ 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.

	<input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> <u>Expertise of the Firm - Maximum obtainable points: 400</u></p> <ul style="list-style-type: none"> • At least 5 years of proven experience in experience in digital filmmaking/digital marketing and graphic design (max score: 200); • Experience in successful completion of at least 3 similar complexity assignments within last 5 years (max score: 200); • Experience in working with international development organizations and/or or government agencies (i.e. Ministries, Local governments etc.) will be considered as an asset <p><input checked="" type="checkbox"/> <u>Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan, technical capacity - Maximum obtainable points: 30</u></p> <p><input checked="" type="checkbox"/> <u>Management Structure and Qualification of Key Personnel - Maximum obtainable points: 300</u></p> <ul style="list-style-type: none"> • Expert 1 (Team Leader), a minimum of 5-year professional experience in public relations/communications (max score: 150); • Expert 2, a minimum of 5-year experience in digital (video) production (max score: 100); • Expert 3, a minimum of 5-year experience in graphic design (max score: 50); <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: N/A

Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁵ <input checked="" type="checkbox"/> Detailed TOR <input type="checkbox"/> Others ⁶ <i>[pls. specify]</i>
Contact Person for Inquiries (Written inquiries only) ⁷	<i>Procurement Unit, UNDP Armenia</i> procurement.armenia@undp.org 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.
Other Information <i>[pls. specify]</i>	

⁴ Where the information is available in the web, a URL for the information may simply be provided.

⁵ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁶ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁷ 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.

TERMS OF REFERENCE

Scope of services:	Development and production of pro-environmental public awareness materials
Projects	<p>UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders” Project</p> <p>UNDP-GEF Mainstreaming Sustainable Land and Forest Management in Mountain Landscapes of North-Eastern Armenia</p> <p>UNDP-RTF “Regulatory Framework to Promote Energy Efficiency in Countries of the Eurasian Economic Union”</p> <p>UNDP-GEF “Development of Armenia’s Fourth National Communication to the UNFCCC and Second Biennial Update Report”</p>
Duration:	December 2018 – May 2019
Location:	Yerevan, Armenia

I. Project Background

Ministry of Nature Protection of RoA has identified a nation-wide public awareness campaign on global environmental issues and solutions being implemented in the context of the implementation of the MEAs that Armenia is a Party to as one of the of the most important tool to encourage general public to participate in sound environmental initiatives to protect nature and to shift to environmentally friendly behavior. This priority is also among key activates of certain projects implemented by UNDP in Armenia, particularly: i) UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders”, ii) UNDP-GEF Mainstreaming Sustainable Land and Forest Management in Mountain Landscapes of North-Eastern Armenia, iii) UNDP-GCF “De-risking and Scalping-up Investment in Energy Efficient Retrofits” Projects.

UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders” Project aims to address priority capacity needs related to the environmental literacy of key stakeholders. The objective of the project is to strengthen the capacity to use Environmental Education and awareness raising as tools to address natural resource management issues. It will, on one hand, increase public knowledge on the environment and the need to protect nature, and, on the other hand, transfer the required knowledge to targeted beneficiaries allowing them to be development actors without harming the environment. The Project is implemented by UNDP in close cooperation with Ministry of Nature Protection of RoA.

The major objective of **UNDP-GEF “Mainstreaming Sustainable Land and Forest Management in Mountain Landscapes of North-Eastern Armenia”** Project is sustainable land and forest management in the North-eastern Armenia to secure continued flow of multiple ecosystem services (such as water provision, land slide control and carbon storage /sequestration) and to ensure conservation of critical

wildlife habitats through the removal of the aforementioned barriers will ensure sustainable land and forest management to secure continued flow of multiple ecosystem services.”

The overarching goal UNDP-RTF “**Regulatory Framework to Promote Energy Efficiency in Countries of the Eurasian Economic Union**” regional Project is to reduce emissions of greenhouse gases (GHG) by promoting energy efficiency in the countries of the Eurasian Economic Union, namely Armenia, Kyrgyzstan, Kazakhstan and Belarus, through realization of energy saving potential in lighting, household appliances and engineering equipment of buildings. One of project components is aimed to consumers awareness raising on options and benefits of energy efficient technologies, estimation of reduction of GHG emissions.

The objective of “**Development of Armenia’s Fourth National Communication to the UNFCCC and Second Biennial Update Report**” UNDP-GEF/00096445 is to enable Armenia to prepare its Forth National Communication (4NC) under decision 17/CP7 and the Second Biennial Update Report (2BUR). The preparation of the 2BUR and 4NC is expected to enhance national capacity, contribute to general public awareness and knowledge building, and mainstream climate change consideration into national sustainable development process of Armenia. The project will also strengthen the cooperation between Armenia and other Parties to the Convention in achieving the ultimate objective of the UNFCCC.

II. Scope of Work, Terms and Conditions

Under the overall guidance and supervision of the UNDP Sustainable Growth and Resilience Portfolio Analyst and in close cooperation with the Projects’ teams the incumbent will be responsible for the design, development and dissemination of public awareness materials on nature protection and promoting environmentally friendly behavior. The target audience for the developed products varies, including but not limited to national and international counterparts, decision-makers involved in natural resource management, general public etc.

The provision of the following tasks is expected for the project purposes:

➤ Development and production of 8 Public Service Announcements (PSA)⁸ related to 4 key topics provided below.

The development of PSAs must be based on broad understanding of the key environmental issues and solutions to be presented through desk review and discussion of the content with the field experts. The development and production should include the following stages:

- Create a script/storyboard content, present it for review and comments by the Project.
- Film any required raw footage, finalize video materials (color & sound correction, any other graphical effects/additions, narrative revisions etc.), develop the final versions based on received feedback ensuring the television broadcast quality.

The content of developed PSAs must be focused on the following topics:

1. Waste management

- Reduction of the consumption of single-use plastic (bags, bottles, containers, etc.);
- Sorting and recycling of domestic waste;

2. Rich Biodiversity of Armenia and its conservation;

- conservation of endangered species of Armenian fauna, specifically Caucasian leopard;
- protection of forests

3. Climate change impacts in Armenia

- water management and water saving, particularly in the context of climate change;
- land degradation

⁸ Broadcasting of developed PSA on TV channels will be handled separately.

- proactive adaptation measures;

4. Energy efficiency and its environmental, economic, and social consequences

- renewable energy and energy efficiency in the context of global efforts to mitigate global warming
- energy saving in buildings;
- promotion of energy efficient appliances and technologies;
- raising of awareness on energy labels, dissemination of knowledge about energy classes of domestic appliances.

➤ **Development of 8 billboards⁹.**

- Conceptualize, develop layout, format and design full color 8 billboards (3 m x 6 m) related to 4 topics listed above;
- Present draft design to the Project and submit the final versions based on received feedback.

➤ **Development, production and broadcasting of series of TV programs.**

The TV programs may include discussion with experts and debates, interviews with experts, field visits, etc. Overall, 20 TV programs with overall 15-18 minutes duration of each should be produced and broadcasted on the TV channel with national coverage on primetime once or twice per week. The development and production should include the following stages:

- Create a script/storyboard/programme contents, present it for review and comments by the Project;
- Plan the filming schedule in cooperation with relevant partners;
- Film any required raw footage and finalize video materials (color & sound correction, any other graphical effects/additions, narrative revisions etc.), submit the final versions based on received feedback ensuring television broadcast quality.
- Coordinate with the TV and organize broadcasting of TV programs.

The topics of TV program should be focused on:

1. Global and local environmental problems
2. Ecological problems of Lake Sevan
3. Protected areas of Armenia (Reserves, National Parks, Wildlife sanctuaries)
4. Waste management
5. Plastic pollutions
6. Water resources of Armenia, water management and water savings
7. Rich Biodiversity of Armenia and its conservation
8. Red Books of Armenia (plants and animals), Caucasian leopard and other endangered species of Armenia
9. Development of ecotourism
10. Ecological education and upbringing
11. Sustainable agriculture
12. Forests of Armenia and forest management
13. Climate change
14. Renewable energy
15. Energy efficiency
16. Adaptation measures to the climate change

⁹ The printing and installation of billboards will be handled separately.

III. Expected Outputs

#	Outputs/Deliverables	Cost	Due date
1.	Developed and produced <ul style="list-style-type: none">• 2 TV programs• 2 billboards	20%	By 20 December 2018
2.	Developed and produced <ul style="list-style-type: none">• 4 PSAs• 3 billboards• 5 TV programs	30%	By 28 February 2019
3.	Developed and produced <ul style="list-style-type: none">• 4 PSAs• 3 billboards• 5 TV programs	30%	By 30 April 2019
4.	Developed and produced <ul style="list-style-type: none">• 8 TV programs	20%	By 30 May 2019

IV. Institutional Arrangements

1. The contractor will work under the overall guidance of the UNDP SGR Portfolio Analyst and direct supervision of the Projects' teams, and in close collaboration Ministry of Nature Protection of RA and experts.
2. The contractor must have access to high quality equipment, necessary for production of TV broadcasting quality video and graphic materials;
3. All materials must be developed following UNDP and GEF guidelines for communications, visibility and copyrights.
4. All copyrights of produced materials are reserved to UNDP and cannot be used by anyone or in any case except with a written approval from UNDP project team.
5. In ensuring the quality of the work undertaken, regular meetings will be held with the Projects, Ministry of Nature Protection of RA to agree on expectations, scope of work, milestones and the workplan.
6. The contractor should present the draft materials to the Projects and Ministry of Nature Protection and reflect all the comments for finalization of the materials.
7. Professional verification of the developed materials for quality control and compliance with the planned schedule of works shall be performed by the Projects' team and RA MNP.
8. If the quality of submitted material is not properly ensured and/or there are deviations from the planned scope as indicated by the Projects, elimination of all the deficiencies shall be implemented by the sub-contractor on its own expense.

V. Schedule of Payments

- Payment will be done in 4 installments, upon timely completion of respective outputs and their acceptance by UNDP based on the signed acceptance acts.
- The following payment modality is envisaged for implementation of the task:
 - **Output 1 – 20 %**
 - **Output 2 – 30 %**
 - **Output 3 – 30 %**

- **Output 4 – 20 %**

- Evaluation of outputs is the responsibility of UNDP and the RoA Ministry of Nature Protection.
- In case the conditions of the ToR are not met the contract may be terminated or the consultancy fee may be reduced.

VI. Required Qualifications and Application Package

The company should demonstrate its capability and thorough understanding of the work to be carried out as outlined in Terms of Reference and present clear milestones/action plan for the task implementation.

The bidder is required to submit the following:

Expertise of the Company:

- At least 5 years of proven experience in experience in digital filmmaking/digital marketing and graphic design;
- Experience in successful completion of at least 3 similar complexity assignments within last 5 years;
- Experience in working with international development organizations and/or or government agencies (i.e. Ministries, Local governments etc.) will be considered as an asset.

Management Structure, Equipment and Key Personnel:

The Company should present a portfolio of similar works, demonstrating proven experience in digital filmmaking and graphic design.

The Company should have a strong team of experts, with shown professional capacities and should present Curriculum Vitae of at least 3 experts.

- **Expert 1 (Team Leader)**, a minimum of 5-year professional experience in public relations/communications;
- **Expert 2**, a minimum of 5-year experience in digital (video) production.
- **Expert 3**, a minimum of 5-year experience in graphic design.

The company should submit a detailed proposal including detailed work-plan and methodology and description of equipment and / or software to be used.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹⁰

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹¹)

[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 RFP dated [specify date] , 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) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*
- g) *For more documents (details) please see the ToR, Annex 1a, paragraph 4.*

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 will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

¹⁰ This serves as a guide to the Service Provider in preparing the Proposal.

¹¹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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

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

D. **Cost Breakdown per Deliverable***

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive), currency
1	Developed and produced 2 TV programs 2 billboards	20%	
2	Developed and produced 4 PSAs 3 billboards 5 TV programs	30%	
3	Developed and produced 4 PSAs 3 billboards 5 TV programs	30%	
4	Developed and produced 8 TV programs	20%	
	Total	100%	

*This shall be the basis of the payment tranches

E. **Cost Breakdown by Cost Component [This is only an Example]:**

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

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

Annex 3

Attached separately