REQUEST FOR PROPOSAL (RFP)

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.
Proposals must be submitted on or before the deadline indicated by UNDP in the eTendering system.
Bids must be submitted in the online eTendering system in the following link:
https://etendering.partneragencies.org using your username and password. If you have not registered in the system before, you can register now by logging in using

username: event.guest
password: why2change

and follow the registration steps as specified in the system user guide.

Your Proposal must be expressed in the English, and valid for a minimum period of 90 days.

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on "Accept Invitation".

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. **Kindly ensure that supporting documents required are signed and in the .pdf format, and free from any virus or corrupted files. NOTE: File Name should contain only Latin characters (no Cyrillic or other alphabets).**

The Financial Proposal and the Technical Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.

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,

Marika Shioshvili, Project Manager

Fostering Regional and Local Development in Georgia phase 2

Nino Kakubava, Project Manager

Fostering Decentralization and Good Governance at the Local Level in Georgia

2/5/2019

Annex 1

Description of Requirements

Context of the Requirement	UNDP with support of Austrian, Swiss and Danish governments is implementing two major interconnected projects aimed at 1) advancing the regional and local development 2) fostering decentralization and good governance at local level. Main goal of the **"Fostering Regional and Local Development"** project is to support process of building strong LSG institutions with greater competences and capacities to act as catalysts for stimulating regional/local economies, engage citizens into local policy making and design and implement people-centred initiatives benefiting women, men, youth, ethnic minorities, IDPs and other population groups. In that way, the project will build a sound foundation for advanced decentralization and good governance at the local level and pave the way for more sustainable and inclusive growth, reduction of poverty and inequalities, and better quality of life of citizens. The overarching goal of the **"Fostering Decentralization and Good Governance at the Local Level"** project is to advance decentralization and good governance at the local level through promoting nation-wide policy reform, enhancing the capacities of the duty bearers at national and local levels and empowering right holders to engage in political process, hold duty bearers accountable and claim their rights accordingly. *The detailed information is given in Term of Reference (TOR) Annex 4*
Implementing Partners of UNDP	Ministry of Regional Development and Infrastructure; Parliament of Georgia; regions of Kvemo Kartli, Mtskheta-Mtianeti and Imereti; National Association of Local Authorities; Civil Service Bureau; civil society organizations, local businesses;
Brief Description of the Required Services	To plan and conduct **Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development** *The detailed information is given in Term of Reference (TOR) Annex 4*

List and Description of Expected Outputs to be Delivered	The selected organization is expected to: •Develop campaign strategy with detailed audience segmentation; •Develop the creative concept of the campaign, including strategy and development sequence; •Test the concept; •Develop tactical plan of the campaign including media plan and PR plan •Produce specific visual materials, including promo videos, print and online materials etc. as required; •Develop measurement methodology of the campaign and provide bi-annual report measuring success of the campaign and lessons learned;
Person to Supervise the Work/Performance of the Service Provider	Project Manager, Fostering Regional and Local Development Phase 2 Project Manager, Fostering Decentralization and Good Governance in Georgia Communications Specialist at UNDP Georgia
Frequency of Reporting	Upon Deliverables. Final Activity Report shall be submitted to UNDP within one month upon completion of all activities under the contract.
Progress Reporting Requirements	N/A
Location of work	☒ At contractor's location and in the regions of Georgia
Expected duration of work	24 months after signing of the contract
Target start date	End of March 2019
Latest completion date	End of March 2021
Travels Expected	Nationwide with the special focus on Kvemo Kartli, Mtskheta-Mtianeti, Imereti, Racha-Lechkhumi-Kvemo Svaneti, Samegrelo-Zemo Svaneti and Guria.
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	☒ Required (in line with proposed timing in TOR annex 4)
Names and curriculum vitae of individuals who will be involved in completing the services	☒ Required
Currency of Proposal	☒ United States Dollars For local contractors, the payment will be made in GEL. UN exchange rate shall be applicable to any necessary currency conversions.
Value Added Tax on Price Proposal	☒ must be exclusive of VAT and other applicable indirect taxes

Validity Period of Proposals (Counting for the last day of submission of quotes)	☒ 90 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	☒ Not permitted
Payment Terms	

Outputs	Percentage	Timing	Condition for Payment Release
Submission of the final campaign strategy with audience segmentation, creative concept, results of the concept test and tactical plan	20%	30 May 2019	Within thirthy (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
Submission of the first progress report, including projects of specific visual materials, promo videos, print and online materials etc. as required;	20%	30 July 2019	
Submission of the second progress report on the specific activities of the campaign, as specified in the Contract	20%	30 December2019	
Submission of the third progress report on the specific activities of the campaign, as specified in the Contract	20%	30 July 2020	
Submission of the fourth progress report on the specific activities of the campaign, as specified in the Contract	10%	30 December2020	
Submission of the final report measuring success of the campaign and lessons learned	10%	30 March 2021	

Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Manager, Fostering Regional and Local Development Phase 2 Project Manager, Fostering Decentralisation and Good Governance in Georgia Communications Specialist at UNDP Georgia
Type of Contract to be Signed	☒ Contract for Professional Services
Criteria for Contract Award	☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) ☒ 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.
Criteria for the Assessment of Proposal	Technical Proposal (70%) ☒ Expertise of the Firm 30% ☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40% ☒ Management Structure and Qualification of Key Personnel 30% Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	☒ One and only one Service Provider
Annexes to this RFP	☒ Form for Submission of Proposal (Annex 2) ☒ General Terms and Conditions / Special Conditions (Annex 3) ☒ Detailed TOR (Annex 4) ☒ Technical Proposal Evaluation Form (Annex 5)
Contact Person for Inquiries (Written inquiries only)1	Maia Tserediani Project Admin/Finance Associate Maia.tserediani@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 [pls. specify]	

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

Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL[2]

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery[3])

[insert location]
[insert: *Date]*

To: Magdalena Nowakowska, UNDP Communication Specialist
9 Eristavi Street (UN House)
Tbilisi 0179

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:
• Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations; • Business Licenses – Certificate of the Registration of the organization, Tax Registration/Payment Certificate issued by the Revenue Authority evidencing that the Proposer is updated with its tax payment obligations; Certificate of No Debts towards budget **(minimum requirement),** or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder; • Latest Audited Financial Statement (Income Statement and Balance Sheet) including Auditor's Report, if any, or signed and stamped Income Statement and Balance Sheet • Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references; • List of Bank References (Name of Bank, Location, Contact Person and Contact Details) • Bank letter evidencing financial turnover for the last 3 years; minimum required annual turnover is $ 240,000 per year **(minimum requirement)**
Relevant experience of the offeror shall be demonstrated by:
• At least 3 years' experience in planning and implementing marketing, communications

[2] *This serves as a guide to the Service Provider in preparing the Proposal.*
[3] *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*

and PR campaigns **(minimum requirement)**

- At least 3 years' experience in managing production of marketing materials: adverts for different media, promo materials etc. **(minimum requirement)**
- At least 2 years' experience in content marketing and campaign development in social media **(minimum requirement)**
- Experience in conducting of at least 3 projects of similar type in last 3 years **(minimum requirement)**
- At least one similar campaign on social issues and/or behavioral changes with organic reach-out to communities in regions **(minimum requirement)**
- Statement of satisfactory performance of at least 2 (two) clients confirming that bidder successful completed assignments similar to the subject of the RFP **(minimum requirement)**
- Experience in working with international organizations would be an advantage

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. ***(See details in Terms of Reference Annex 4)***

C. **Qualifications of Key Personnel**

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

c) Written confirmation from each personnel that they are available for the entire duration of the contract.

(1) Account manager - with at least 5 years of working experience;

(2) Creative manager – with at least 5 years of working experience;

(3) Designer – with at least 3 years of working experience;

(4) Copywriter – with at least 5 years of working experience;

(5) PR specialist – with at least 5 years of working experience;

(6) Social media content manager/blogger – with at least 2 years of working experience.

D. **Cost Breakdown per Deliverable***

	Deliverables	Percentage of Total Price *(Weight for payment)*	Price *(Lump Sum, All Inclusive)*
1	Submission of the final campaign strategy with audience segmentation, creative concept, results of the concept test and tactical plan	20%	
2	Submission of the first progress report, including projects of specific visual materials, promo videos, print and online materials etc. as required;	20%	
3	Submission of the second progress report on the specific activities of the campaign, as specified in the Contract	20%	
4	Submission of the third progress report on the specific activities of the campaign, as specified in the Contract	20%	
5	Submission of the fourth progress report on the specific activities of the campaign, as specified in the Contract	10%	
6	Submission of the final report measuring success of the campaign and lessons learned	10%	
	Total	100%	

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

Cost Breakdown by Cost Component:

Description of Activity	Remuneration per Unit of Time (day*)	Total Period of Engagement (day*)	No. of Personnel	Total Rate
1. Personnel Services				
Account Manager				
Creative Manager				
Designer				
Copywriter				
PR Specialist				
Social media manager/blogger				
Additional staff **				
2. Out of Pocket Expenses				
Travel Costs				
Daily Allowance				
Others***				

Note:

**** UNDP strongly recommends companies to use <u>days</u> as a primary unit of time when providing respective calculations under the Cost Breakdown under budget lines***

***** If the prospective bidder will provide additional technical and administrative staff and other related costs it can be subject to review and approval from UNDP side.***

******Under other related costs companies shall include detailed list of all costs associated with implementation of the tasks and deliverables, each cost shall be justified and clearly calculated. Other related costs can be subject to UNDP review and if applicable consideration for exclusion similar to the existing note about technical staff.***

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

General Terms and Conditions for Services

1.0 LEGAL STATUS:

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

2.0 SOURCE OF INSTRUCTIONS:

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4.0 ASSIGNMENT:

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

5.0 SUB-CONTRACTING:

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

6.0 OFFICIALS NOT TO BENEFIT:

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7.0 INDEMNIFICATION:

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:

8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.

8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.

8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.

8.4 Except for the workmen's compensation insurance, the insurance policies under this Article shall:

8.4.1 Name UNDP as additional insured;
8.4.2 Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;
8.4.3 Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
8.5 The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

9.0 ENCUMBRANCES/LIENS:

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10.0 TITLE TO EQUIPMENT:

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:

11.1 Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

11.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

11.3 At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.

11.4 Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

13.1 The recipient ("Recipient") of such information shall:

13.1.1 use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,

13.1.2 use the Discloser's Information solely for the purpose for which it was disclosed.

13.2 Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:

13.2.1 any other party with the Discloser's prior written consent; and,

13.2.2 the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls controls it, or with which it is under common control, who have a need to know such Information for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

13.2.2.1 a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

13.2.2.2 any entity over which the Party exercises effective managerial control; or,

13.2.2.3 for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

13.3 The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.

13.4 The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.

13.5 The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.

13.6 These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

14.1 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

14.2 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

14.3 Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.

14.4 The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract.

15.0 TERMINATION

15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.

15.2 UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.

15.3 In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.

15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

16.0 SETTLEMENT OF DISPUTES

16.1 **Amicable Settlement**: The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

16.2 **Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

17.0 PRIVILEGES AND IMMUNITIES:

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18.0 TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19.0 CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

20.0 MINES:

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of

mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

21.0 OBSERVANCE OF THE LAW:

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22.0 SEXUAL EXPLOITATION:

22.1 The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.

22.2 The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

23.0 AUTHORITY TO MODIFY:

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official.

Terms of Reference (ToR)

A. Project Title

Campaign Advancing Decentralization, Good Governance at Local Level
Self-Governance and Local Economic Development

B. Project Description

B.1. BACKGROUND

UNDP with support of Austrian, Swiss and Danish governments is implementing two major interconnected projects aimed at 1) advancing the regional and local development 2) fostering decentralization and good governance at local level.

Main goal of the **"Fostering Regional and Local Development"** project is to support process of building strong LSG institutions with greater competences and capacities to act as catalysts for stimulating regional/local economies, engage citizens into local policy making and design and implement people-centred initiatives benefiting women, men, youth, ethnic minorities, IDPs and other population groups. In that way, the project will build a sound foundation for advanced decentralization and good governance at the local level and pave the way for more sustainable and inclusive growth, reduction of poverty and inequalities, and better quality of life of citizens.

To achieve this goal, the project proposes the **Local Economic Development (LED)** approach to be applied as a central instrument throughout the project implementation cycle, since LED is a participatory, bottom-up approach of engagement between business, local self-governance and community (SCO's) in order to create sustainable partnerships for economic development.

Consequently, the project activities are planned in a way to form constituent and complementary parts of the LED process contributing to the three project outcomes: 1) Georgia implements adequate policy and institutional frameworks to foster decentralization and enable local economic development (LED); 2) Government institutions at local level are strengthened to deliver quality services enabling the business environment and incentivizing local economic actors 3) Local stakeholders, particularly communities, are economically empowered and have improved access to related participation in decision-making processes.

The project operates in four regions (Racha-Lechkhumi-Kvemo Svaneti, Samegrelo-Zemo Svaneti, Guria and Kvemo Kartli).

In the end, the programme will contribute to attaining sustainable development goals (SDGs), including: (1) no poverty, (5) gender equality, (8) decent work and economic growth, (10) reduced inequality, (11) sustainable cities and communities, (12) responsible production and consumption and (16) peace, justice and strong institutions.

Main partners of the project are: Ministry of Regional Development and Infrastructure; Parliament of Georgia; regions of Kvemo Kartli, Mtskheta-Mtianeti and Imereti; respective municipalities of these four regions; National Association of Local Authorities; Civil Service Bureau; civil society organizations, local businesses.

The overarching goal of the **"Fostering Decentralization and Good Governance at the Local Level"** project is to advance decentralization and good governance at the local level through promoting nation-wide policy reform, enhancing the capacities of the duty bearers at national and local levels and empowering right holders to engage in political process, hold duty bearers accountable and claim their rights accordingly.

This will be achieved through the following four outputs: 1) Improved policy and institutional framework to foster decentralization and promote good governance principles at the local level; 2) Enhanced institutional and human capacities of national and local authorities; 3) Municipal service delivery improved; 4) Right holders empowered to engage in local policy making and claim their rights.

Advancement of decentralization and good governance at the local level will be approached as a means for safeguarding the basic rights of rights-holders (women, men, youth, ethnic minorities and other vulnerable groups) and enabling proper satisfaction of their fundamental rights, needs and interests. This will be achieved by strengthening the capacities of the right holders i.e. central and local government institutions to effectively fulfil their obligations and increase accountability as well as supporting rights holders to effectively claim their rights. In this way, the project will stimulate both top down and bottom up approaches driven by capable and responsive government institutions and active, responsible citizens, respectively.

The project operates in three regions (Kvemo Kartli, Mtskheta-Mtianeti and Imereti), although policy interventions aimed at advancing decentralization will benefit the whole country.

Main partners of the project are: Ministry of Regional Development and Infrastructure; Parliament of Georgia; regions of Kvemo Kartli, Mtskheta-Mtianeti and Imereti; National Association of Local Authorities; Civil Service Bureau; civil society organisations, local businesses.

Georgia has made a significant progress in terms of advancing the agenda of decentralization and good governance at local level. However, there are numerous challenges on the way of cementing local democracy and building local economy. Lack of participation culture as well as limited capacities of CSOs and citizens to engage in policy making are considered main obstacles in this regard. Various studies demonstrate that citizens in Georgia have very limited knowledge and understanding of LSG reform, participation tools and mechanisms and are not aware of their own rights. According to a recent survey on citizen's perceptions, 50.3% of the citizens have not heard about the ongoing LSG reform. Moreover, the UNDP "Survey on Citizen Satisfaction with Public Services"[4] reveals that only 22.6% of population has heard about at least one of the forms of citizen participation and only 6.5% has had an attempt to apply any of them (no significant difference between participation levels of men and women). Further, the civic activism level is even lower among Georgian youngsters. A study conducted by the Friedrich-Ebert-Stiftung reveals that youth engagement in various civic activities, such as public meetings, online forums, petition, demonstration etc. is very rare and varies from 1% to 4%. Even more, merely 20% of young people think that it is important to be politically engaged, which puts political engagement among the least important values for Georgian youth. Despite the new LSG code provided more enhanced framework for citizen participation and introduced the new participation forms such as advisory councils and village assemblies, the level of participation has not increased over recent years. It is obvious that positive changes in legislative framework have not been translated into action yet. The reason of this is twofold. On the one hand, citizens are not aware of their rights and have limited capacities to initiate change and on the other hand LSGs also lack capacities to facilitate the dialogue and seek cooperation with population proactively. Consequently, there is a need to raise awareness and strengthen the capacities of both right holders and duty bearers in order to stimulate the dialogue and participatory decision making.

B.2. RATIONALE

[4] http://www.ge.undp.org/content/georgia/en/home/library/democratic_governance/citizen-satisfaction-with-public-services-in-georgia--2017.html

The primary goal of the campaign is to promote decentralization, local economic development and good governance principles at local level and raise awareness of local self-governance.

The campaign should consist of two major components related to: 1) advancing the local economic development 2) fostering decentralization and good governance principles at the local level.
These components should, however, be interconnected in the aspect of general awareness-raising and promoting the idea of strong local self-governance institutions and citizen's engagement.

B.3. OBJECTIVES OF THE CAMPAIGN

The overall objective of the campaign is to promote the local self-governance reform, the roles and responsibilities of municipalities, LED initiatives and citizen participation tools and mechanisms.

The specific objectives include:

- Raise the awareness about benefits of having strong local self-government institutions and good governance principles established at the local level
- Equip the audiences with knowledge about the functions and competences of local self-governments and existing tools of citizen's participation;
- Highlight the importance of citizen's participation in decision-making process at local level;
- Promote the concept of Local Economic Development (LED);
- Endorse the tools of engagement of key local actors into specific LED-oriented initiatives;
- Facilitate shift in understanding of the role of a self-government in relation to local citizen.

Target Audience:

- Men and women including ethnic minorities and vulnerable groups in the project target regions.
- Local businesses as one of the key actors in LED – oriented interventions
- Civil Society Organizations in selected regions
- Active youth in project target regions.

C. Scope of Services, Expected Outputs and Target Completion

C.1. METHODOLOGY

The campaign should apply innovative communication tools and approaches and should be based on principles of Communication for Development (C4D) which include:

- Facilitating access to information
- Stimulate participation
- Empower people
- Influence public policies

The campaign should have a nationwide coverage with the special focus on Kvemo Kartli, Mtskheta-Mtianeti, Imereti, Racha-Lechkhumi-Kvemo Svaneti, Samegrelo-Zemo Svaneti and Guria. It should apply various channels of communication, including public events and meetings; traditional and social media with the focus on the regional media outlets; municipal websites and existing municipal public events and other available communications platforms. It should also engage influential public figures as message-bearers. The campaign should showcase successful examples of LED projects and citizen participation through the small grants scheme (planned for 2019). All these tools should be deployed to facilitate dialogue, launch debates and foster interactive and inclusive communication processes. Special focus should be made on reaching out to women, youth, ethnic minorities and vulnerable groups. Whenever

applicable, the campaign materials should be developed in Georgian and minority languages (Armenian and Azeri) to ensure the messages reach the national and ethnic minority groups. As possible, the materials will be adapted to the needs of people with disabilities, including those with vision and hearing impairments.

This campaign should consist of number of waves in a way that it creates: 1. Awareness, 2. Interest, 3. Inspiration and 4. Action. **Overall tone of voice and message should underline the benefits of strong self-government, LED approach and citizen's engagement as a provision for sustainable local development.**

Proposed message box for the campaign:

→ **Citizen engagement and civic activism is a crucial factor for achieving democratic transformation and sustainable development**
→ **Active and engaged citizens promote positive change and benefit their communities, regions and country**
→ **Citizens must have a strong voice in governance, sharing responsibilities and working together with the authorities on local ideas and solutions**
→ **Citizen engagement in helps build accountable governance that is based on mutual responsibility of the authorities and citizens**
→ **Citizen engagement is beneficial for public officials in their efforts to improve performance and provide quality services that respond to local needs**
→ **Local businesses, working alongside local self-governments and communities, are the vital actors in realizing local economic potential and promoting economic growth that leaves no one behind**
→ **Local public services are critical for improving livelihoods, creating enabling environment for economic development and unleashing local economic and social potential**
→ **Strong, inclusive and transparent LSG institutions stimulate regional/local development and promote sustainable and equitable growth**

Specific messages are subject to review with the campaign team once the working process is commenced.

C.2. EXPECTED OUTPUTS AND DELIVARABLES

The selected organization is expected to:

- Develop campaign strategy with detailed audience segmentation;
- Develop the creative concept of the campaign, including strategy and development sequence;
- Test the concept;
- Develop tactical plan of the campaign including media plan and PR plan
- Produce specific visual materials, including promo videos, print and online materials etc. as required;
- Develop measurement methodology of the campaign and provide bi-annual report measuring success of the campaign and lessons learned;

The organization is expected to produce the following deliverables:

1. Final campaign strategy with audience segmentation, creative concept, results of the concept test and tactical plan
2. First progress report, including projects of specific visual materials, promo videos, print and online materials etc. as required;
3. Second progress report on the specific activities of the campaign, as specified in the Contract
4. Third progress report on the specific activities of the campaign, as specified in the Contract
5. Fourth progress report on the specific activities of the campaign, as specified in the Contract
6. Final report measuring success of the campaign and lessons learned

E. Institutional Arrangement

E.1. SUPERVISION

The work of service provider will be directly supervised by the Communication Specialist. The service provider will be directly responsible to, reporting to, seeking approval from, and obtaining certificate of acceptance of outputs from the above-mentioned person.

E.2. IMPLEMENTING PARTNERS

Ministry of Regional Development and Infrastructure; Parliament of Georgia; regions of Kvemo Kartli, Mtskheta-Mtianeti and Imereti; National Association of Local Authorities; Civil Service Bureau; civil society organisations, local businesses

F. Duration of the Work

The duration of the consultancy service is expected to last for 24 months, starting in the end of March 2019 and ending by March 2021.

G. Location of Work

Nationwide with the special focus on Kvemo Kartli, Mtskheta-Mtianeti, Imereti, Racha-Lechkhumi-Kvemo Svaneti, Samegrelo-Zemo Svaneti and Guria.

H. Qualifications of the Successful Service Provider at Various Levels

Please, kindly refer to Annex 2 (Form for Submitting Service Provider's Proposal) Section A (Qualification Service Provider) B (Proposed Methodology) and C (Qualification of Key Personnel)

I. Scope of Proposal Price and Schedule of Payments

The payment will be affected by bank transfer in accordance with existing regulations. Successful company will be paid in 6 (six) installments:
Submission of the final campaign strategy with audience segmentation, creative concept, results of the concept test and tactical plan (20%);
Submission of the first progress report, including projects of specific visual materials, promo videos, print and online materials etc. as required; (20%);

Submission of the second progress report on the specific activities of the campaign, as specified in the Contract (20%);
Submission of the third progress report on the specific activities of the campaign, as specified in the Contract (20%);
Submission of the fourth progress report on the specific activities of the campaign, as specified in the Contract (10%);
Submission of the final report measuring success of the campaign and lessons learned (10%)

The timeline of reporting will be agreed between the parties once the selection is completed and will be included in the agreement. UNDP will make the payment after satisfactory receipt of the due deliverables and a respective invoice according to the following scheme:

Deliverable	Percentage	Due Date
Submission of the final campaign strategy with audience segmentation, creative concept, results of the concept test and tactical plan	20%	30 May 2019
Submission of the first progress report, including projects of specific visual materials, promo videos, print and online materials etc. as required;	20%	30 July 2019
Submission of the second progress report on the specific activities of the campaign, as specified in the Contract	20%	30 December2019
Submission of the third progress report on the specific activities of the campaign, as specified in the Contract	20%	30 July 2020
Submission of the fourth progress report on the specific activities of the campaign, as specified in the Contract	10%	30 December2020
Submission of the final report measuring success of the campaign and lessons learned	10%	30 March 2021

J. Recommended Presentation of Proposal

The Proposal should be submitted according to the forms and instructions given in the RFP.

K. Criteria for Selecting the Best Offer

Selection of service provider will be based on the Combined Scoring method – where the qualifications and methodology (Technical Proposal) will be weighted a maximum of 70% and combined with the price offer (Financial Proposal) which will be weighted a maximum of 30%. The Technical Proposal sub-sections will be scored according to the following weights:

Summary of Technical Proposal Evaluation		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	30%	300
2.	Proposed Methodology, Approach and Implementation Plan	40%	400
3.	Management Structure and Key Personnel	30%	300
	Total		**1000**

Final scores are calculated in the following way:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x (Weight of TP, e.g. 70%)
+ (FP Rating) x (Weight of FP, e.g., 30%)
Total Combined and Final Rating of the Proposal

Annex 5

Technical Proposal Evaluation Form

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	30%	300
2.	Proposed Methodology, Approach and Implementation Plan	40%	400
3.	Management Structure and Key Personnel	30%	300
	Total		**1000**

Technical Proposal Evaluation Form 1			Points obtainable
	Expertise of the Firm/Organization		
1.1.	**Reputation of Organization and Staff/Credibility/ Reliability**	**Sub-score**	**50**
1.1.1	At least 2 statements satisfactory performance of clients confirming that bidder successfully completed assignments similar to the subject of the RFP **(minimum requirement)**	50	
1.2.	**General Organizational Capacity**	**Sub-score**	**200**
1.2.1.	Certificate of NO Debts towards Budget **(minimum requirement)**	15	
1.2.2.	Bank letter evidencing financial turnover for the last 3 years; minimum required annual turnover is $ 240,000 per year **(minimum requirement)**	15	
1.2.3.	Experience in planning and implementing marketing communications and PR campaigns - **At least 3 years (minimum requirement) – 30 points** - 4 and more years - 50	50	
1.2.4.	Experience in managing production of marketing materials: adverts for different media, promo materials etc. - At least 3 years **(minimum requirement) – 25 points** - 4 and more years - 40	40	
1.2.5.	Experience in content marketing and campaign development in social media - At least 2 years **(minimum requirement) – 25 points** - 3 and more years - 40	40	
1.2.6.	Experience in working with international organizations (advantage)	40	
1.3.	**Specialized Knowledge**	**Sub-score**	**50**
1.3.1.	Experience in conducting of at least 3 projects of similar type in last 3 years **(minimum requirement)**	20	
1.3.2.	At least one similar campaign on social issues and/or behavioral changes with organic reach-out to communities in regions **(minimum requirement)**	30	
Total			**300**

Technical Proposal Evaluation Form 2		Points Obtainable
	Proposed Methodology, Approach and Implementation Plan	
2.1	To what degree does the Proposer understand the task? Full understanding of the task **(minimum requirement)** – 30 points	30
2.2	Have the important aspects of the task been addressed in sufficient detail? - Addressed in sufficient detail **(minimum requirement)** – 15 points - Exceeds expectations – 25 points	25
2.3	How innovative and creative is the proposed approach? - Fairly **(minimum requirement)** – 20 points - Fully – 30 points	30
2.4	Was the existing survey data on the project's environment (as described in TOR) used in the preparation of the proposal and was it used adequately? - Used adequately **(minimum requirement)** – 30 points - Exceeds expectations – 50 points	50
2.5	Is the proposed conceptual framework appropriate for the task? - Appropriate **(minimum requirement)** – 40 points - Exceeds expectations – 65 points	65
2.6	Is the scope of task well defined and does it correspond to the TOR? - Meets **(minimum requirement)** – 90 points - Exceeds expectations – 120 points	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? - Meets **(minimum requirement)** – 55 points - Exceeds expectations – 80 points	80
Total		**400**

Technical Proposal Evaluation Form 3			Points Obtainable
	Management Structure and Key Personnel		
3.1	**Account Manager**		**60**
	At least 5 years of working experience **(minimum requirement)**	45	
	More than 5 years of working experience	60	
3.2	**Creative Manager**		**60**
	At least 5 years of working experience **(minimum requirement)**	45	
	More than 5 years of working experience	60	
3.3	**Designer**		**60**
	At least 3 years of working experience **(minimum requirement)**	45	
	More than 3 years of working experience	60	
3.4	**Copywriter**		**40**
	At least 5 years of working experience **(minimum requirement)**	25	
	More than 5 years of working experience	40	
3.5	**PR Specialist**		**40**
	At least 5 years of working experience **(minimum requirement)**	25	
	More than 5 years of working experience	40	
3.6	**Social media content manager/blogger**		**40**
	At least 2 years of working experience **(minimum requirement)**	25	
	More than 2 years of working experience	40	
	Total		**300**

Please note if the company does not comply any of the minimum requirements will be disqualified for further evaluation