



## REQUEST FOR PROPOSAL (RFP)

All interested	DATE: September 26, 2019
	REFERENCE:501-2019-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **“Organization to support the elaboration and implementation of Marketing strategy of 20 target territories”**.

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

Proposals may be submitted on or before **12:00 (Kyiv time) Monday, October 14, 2019** and via email to the address below:

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

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

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

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

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

Messages should **not exceed 8 MB in size**. Offers larger than 8 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement and the solicitation documents. Messages larger than 8 Mb may not be delivered. *All electronic submissions are confirmed by an automatic reply.*

The Offeror shall mark the email letter/s:

Subject of the message should include: **“501-2019-UNDP-UKR-RFP-RPP”** and **“Organization to support the elaboration and implementation of Marketing strategy of 20 target territories.”**

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

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

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

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

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

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

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

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

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

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

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

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



*Mr. Artem Danylchenko,  
Operations Manager a.i.*

*UNDP Ukraine  
September 26, 2019*

## Description of Requirements

Project name:	"Recovery and Peacebuilding Program"
Brief Description of the Required Services	UNDP is looking for a Company to support the elaboration and implementation of a Marketing strategy of 20 target territories (hereinafter, Contractor).
The overall objective	The overall objective of this assignment is support the elaboration and implementation of a Marketing strategy of 20 target territories, using a participatory approach. The work should be focused on a key idea which is unique for the particular territory and which can be transformed into a recognizable brand in each of 20 communities of Donetsk and Lugansk oblasts (10 in each oblast).
Person to Supervise the Work/Performance of the Service Provider	Programme Coordinator, Economic Recovery and Restoration of Critical Infrastructure, RPP
Frequency of Reporting	According to TOR attached
Progress Reporting Requirements	According to TOR attached
Location of work	According to TOR attached
Expected duration of work	According to the proposed timeframe specified in the attached TOR
Target start date	November 2019
Target completion date	March 2021
Travels Expected	According to TOR attached
Special Security Requirements	n/a
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	The Program does not provide premises, equipment, supporting personnel, services or logistic support
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD) – strongly advised to use as a risk mitigation measure against the impact of the local currency devaluation. UNDP shall arrange the payment in local currency based on the UN Operational Exchange Rate prevailing at the time of invoicing. For details please see: <a href="http://treasury.un.org">http://treasury.un.org</a> <input type="checkbox"/> Euro <input checked="" type="checkbox"/> UAH
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line), if applicable <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
	<input type="checkbox"/> 30 days

Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days <p>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.</p>
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted
A pre-proposal conference will be held on:	<p>Pre-Bidding Conference will be held on 4th of October 2019 at 12 pm via Skype.</p> <p>Interested bidders are required to register for Pre-Bidding Conference by submitting their company name, list of attending representatives and their contact information as well as Skype ID at the following e-mail:          procurement.ua@undp.org          Attn: Procurement Unit          Subject: <b>501-2019-UNDP-UKR-RFP-RPP</b> – Pre-Bidding Conference Registration</p>
Payment Terms	<p>The contractor is invited to assess the complexity of work on the implementation by each of these Deliverables, and to offer the customer the preferred percentage of the total proposed value of the contract. Proposed by UNDP payment schedule:</p> <ol style="list-style-type: none"> <li>1. Delivery of output 1 (Inception Report) – 20% of the total payment</li> <li>2. Delivery of outputs 2 (Interim report № 1) – 20% of the total payment</li> <li>3. Delivery of outputs 3 (Interim report № 2)– 30% of the total payment</li> <li>4. Delivery of outputs 4 (Final report) – 30% of the total payment</li> </ol> <p>Payment terms: Not later than thirty (30) days as of meeting the following conditions:</p> <ol style="list-style-type: none"> <li>a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs;</li> <li>b) Receipt of invoice from the Contractor.</li> </ol>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Programme Coordinator, Local Governance and Decentralization Reform, RPP
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). <u>This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</u>

Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Experience of the company/organization submitting the proposal 30%</p> <p><input checked="" type="checkbox"/> Proposed work plan, methodology and approach 45%</p> <p><input checked="" type="checkbox"/> Personnel and invited experts/consultants 25%</p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Contractor</p> <p><input type="checkbox"/> One or more Contractors, depending on the following factors:</p>
Annexes to this RFP	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions - Available through the Link:  <a href="https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p> <p><input checked="" type="checkbox"/> Detailed TOR and Evaluation Criteria (Annex 3)</p> <p><input checked="" type="checkbox"/> Contract for professional services template (Annex 4)</p>
Contact Person for Inquiries (Written inquiries only) <sup>1</sup>	<p><i>Procurement Unit</i>  <i>UNDP Ukraine</i>  <i>procurement.ua@undp.org</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Documents to be submitted in proposal	<p><input checked="" type="checkbox"/> Dully filled in and Signed Form for Submission of Proposal (Annex 2);</p> <p><input checked="" type="checkbox"/> Business Licenses (Copies of State/Tax registration documents) and other Certificates (if any). In case a group of experts decides to apply, a letter of affiliation with an officially registered organization (which will be the Contractor in case of contract award) must be provided;</p> <p><input checked="" type="checkbox"/> Copies of other licenses or certificates (if any);</p> <p><input checked="" type="checkbox"/> Financial statements (Copies of income/balance statements for last 2 years or Audited statements);</p> <p><input checked="" type="checkbox"/> A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and competitive advantages of the applicant company;</p> <p><input checked="" type="checkbox"/> A work plan with the proposed work schedule indicating the persons responsible for each area of activity;</p> <p><input checked="" type="checkbox"/> Description of marketing strategy for the territories;</p> <p><input checked="" type="checkbox"/> Personal CVs of the Project Team, including information about past experience in similar projects / assignments;</p> <p><input checked="" type="checkbox"/> At least 2 reference letters for the company from local self-governance authorities;</p> <p><input checked="" type="checkbox"/> <b>Financial proposal (must be password protected and provided in separate archive. Don't provide password unless requested and don't include password to letter with technical proposal part).</b></p>

<sup>1</sup> 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.

<p>Other Information Related to the RFP</p>	<p><b><u>Administrative Requirements:</u></b></p> <p>Submitted offers will be reviewed on “Pass” or “Fail” basis to determine compliance with the below formal criteria/ requirement/s:</p> <ul style="list-style-type: none"> <li>✓ Offers must be submitted within the stipulated deadline</li> <li>✓ Offers must meet required Offer Validity</li> <li>✓ Offers have been signed by the proper authority</li> <li>✓ Offers include requested company/organization documentation, including documentation regarding the company/organization’s legal status and registration</li> <li>✓ Offers must comply with general administrative requirements:             <ol style="list-style-type: none"> <li>1. An officially registered organization (commercial, private, non-profit, non-governmental, public);</li> <li>2. A list and short summary of previous experience in conducting marketing strategies and/or development of territory branding (at least 3 products);</li> <li>3. Presentation of at least 2 references for the company from local self-governance authorities.</li> </ol> </li> </ul> <p>Other information is available on <a href="http://procurement-notice.undp.org">http://procurement-notice.undp.org</a>;</p> <p>For the information, please contact <a href="mailto:procurement.ua@undp.org">procurement.ua@undp.org</a></p>
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**Annex 2****FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>2</sup>*****(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>3</sup>)***

[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 501-2019-UNDP-UKR-RFP-RPP dated 9/26/2019, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

**A. Qualifications of the Service Provider**

<b>BRIEF COMPANY PROFILE</b>	
The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:	
Full registration name	
Year of foundation	
Legal status	If Consortium, please provide written confirmation from each member
Legal address	
Actual address	
Bank information	
VAT payer status	
Contact person name	
Contact person email	
Contact person phone	
Company/Organization's core activities	
Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations (If any);	Please indicate here
Business Licenses – Registration Papers, Tax Payment Certification, etc	EDRPOU, ID tax number

<sup>2</sup> This serves as a guide to the Service Provider in preparing the Proposal.

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



	Copies of State registration and Tax registration should be attached
Latest Audited Financial Statement or Financial results (2015 -2016)	Copies of income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation
Track Record performed within the last 5 years	Please indicate here the List of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references; Brief description of previous products developed by the company (list);
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
Please provide contact details of at least 2 previous partners for reference	Please attach the signed reference letters <i>if any</i> .
Company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.	Yes/No (Please choose)
Other relevant information	

**B. Proposed Methodology for the Completion of Services**

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

**Must include:**

- 1. Letter of interest/letter of proposal, which briefly describes the organization's profile (date of creation, size, number of staff/consultants, description of key staff/consultants) and approach to the performance of work (up to 2 pages);**
- 2. Technical proposal detailing the proposed work plan;**
- 3. A timeline detailing how the required results will be achieved/completed within the required timeline**
- 4. Description of marketing strategy for the territories.**

**C. Qualifications of Key Personnel**

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

**a) Names and qualifications of the key personnel that will perform the services; description of roles of key personnel (Team Leader, Key Experts);**

**b) CVs demonstrating qualifications, experience and language skills of Team Leader and Experts as well as contact details for referees;**

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

**1) Team Leader**

**2) At least 5 Experts**

## Financial Proposal

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

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

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

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

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

### A. Cost Breakdown per Deliverables\*

The key steps and a description of the results that must be obtained in the specified time frames are listed below.

The contractor is invited to assess the complexity of work on the implementation by each of these stages, and to offer the customer the preferred percentage of the total proposed value of the agreement.

<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Amount, currency, excl. VAT</b>
Delivery of output 1		
Delivery of outputs 2		
Delivery of outputs 3		
Delivery of outputs 4		
<b>Total</b> (please indicate currency)	100%	

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

**B. Cost Breakdown by Cost Component:**

The Proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UNDP shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

<b>No</b>	<b>Activity/Costs</b>	<b>Unit</b>	<b>Number</b>	<b>Cost per unit, currency</b>	<b>Amount, currency excl. VAT</b>
<b>1</b>	<b>Personnel</b>				
1.1	Team Leader	17 months of work	1		
1.2	Key experts (sociologists)	17 months of work	2		
1.3	Key expert (marketer)	up to 17 months of work	1		
1.4	Key experts (designers)	up to 17 months of work	2		
1.5	...				
<b>2</b>	<b>Administration Costs (if necessary)</b>				
2.1	Organization the functioning of the Working Group	event	80		
2.2	Conducting research	research	20		
2.3	Communication (Internet/Phone/etc.)				
2.4	Other (if any - to define clearly activities/costs)				
2.5.	...				
<b>3</b>	<b>Travel and Lodging</b>				
3.1	Travel costs (tickets)	Travel for 1 person			
3.2	Accommodation	Day			
3.3	Daily Allowance	Day			
3.4	...	Item			
<b>4</b>	<b>Other costs (if any - to define clearly activities/costs)</b>				
4.1	Development Brand Book	Pieces	20		
4.2	Development of marketing Strategy	Pieces	20		
4.3	...	Item			
	<b>Total</b> (please indicate currency)				

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

**\*\* Dear partners!**

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

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

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

According to this procedure, the price of the contract is determined "without VAT" and the tax invoice is drawn up in accordance with paragraph 2 of Order No. 1307. In the left part of this invoice, the corresponding mark "X" should be made and the type of reason 12 should be indicated. At the same time in the column "Recipient" (buyer) the name of the legal entity (UN Office in Ukraine) should be indicated, and in the column "Individual tax number of the beneficiary" (buyer) should be indicated conventional TIN (taxpayer reg. No.) "2000000000000".

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

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

**\*\* Уважаемые партнеры!****Уважаемые партнеры!**

Представительство ООН в Украине информирует Вас, что приобретение товаров и услуг объявленных в тендере 056-2017-UNDP-UKR-RFQ-RPP производится в рамках выполнения проекта международной технической помощи.

Согласно положений Налогового Кодекса Украины (п. 197.11) предусмотрено освобождение от налогообложения НДС операций, которые финансируются за счет материально-технической помощи.

Порядок получения права на освобождение от налогообложения операций, которые производятся в рамках проектов международной технической помощи регламентируется постановлением Кабинета Министров Украины от 15 февраля 2002 года №153.

В случае наличия права на применение этой НДСной льготы на дату получения аванса от ПРООН вы должны составить и зарегистрировать в ЕРНН налоговую накладную (далее — НН), которая заполняется следующим образом:

- в графе «Складена на операції, звільнені від оподаткування» верхней левой части делается пометка «Без ПДВ»;
- в раздел А табличной части НН (строки I - X) вносятся обобщающие данные по операциям, на которые складывается такая НН, а именно: в строке I указывается общая сумма средств, подлежащих уплате с учетом НДС; в строке IX — общий объем поставки товаров/услуг. Строки II - VIII раздела А не заполняются;
- в графе 2 раздела В указывается номенклатура услуг поставщика (продавца);
- в графа 3.3 раздела В — код услуги согласно ГКПУ. Графа 3.3 заполняются на всех этапах поставки услуг.
- в графе 4 и 5 — единица измерения услуг;
- в графе 6 — количество (объем) поставки услуг;
- в графе 7 — цена поставки единицы услуги без учета НДС;
- в графе 8 — указывается код ставки НДС 903;
- в графе 9 — код льготы согласно Справочнику других налоговых льгот налоговых льгот, утвержденному ГФС по состоянию на дату составления НН — «14060523».
- в графе 10 — объем поставки без учета НДС (сумма аванса). Детально — в материалах «Налоговая накладная – 2017: порядок заполнения» и «Новая налоговая накладная в образцах».

Что касается налогового кредита с НДС по покупкам материалов для выполнения соответствующих строительных работ, то здесь правила его компенсации, предусмотренные п. 198.5 НКУ, не действуют. Ведь согласно п. 198.5 НКУ на операции по поставке товаров и услуг, освобождение от налогообложения НДС которых предусмотрено п. 197.11 НКУ, правила начисления налоговых обязательств не распространяются.

Это значит, что в ходе использования материалов, которые покупались с НДС, для выполнения данных работ налоговый кредит компенсировать не нужно, соответственно не нужно и начислять для этого налоговые обязательства.

Исходя из вышесказанного, просим Вас формировать Ваши тендерные заявки/счета на оплату без НДС учитывая положения украинского законодательства, изложенного в перечисленных нормативных актах.

В случае возникновения дополнительных вопросов просим Вас обращаться в отделения Государственной Фискальной Службы Украины по месту регистрации Вашего предприятия для получения дополнительной консультации в рамках статьи 52 Налогового Кодекса Украины.





## Terms of Reference

### Terms of Reference

<b>Project Name:</b>	United Nations Recovery and Peacebuilding Programme
<b>Description of assignment:</b>	Organization to support the elaboration and implementation of Marketing strategy of 20 target territories
<b>Starting Date of Assignment:</b>	November 2019
<b>Duration of Assignment:</b>	November 2019 - March 2021
<b>Country/place of implementation:</b>	Ukraine, Donetsk and Luhansk oblasts, Government-controlled areas
<b>Expected Places of Travel:</b>	Luhansk and Donetsk oblasts
<b>Primary Supervisor's name and functional post:</b>	Social-Economic Development Specialist
<b>Secondary Supervisor's name and functional post:</b>	Programme Coordinator (Local Governance and Decentralization Reform)

## 1. BACKGROUND

The ongoing conflict in eastern Ukraine has had a direct and highly negative impact on social cohesion, resilience, livelihoods, community security, and the rule of law. Recognizing the need to urgently address reconstruction, economic recovery and peacebuilding needs in areas affected both directly and indirectly by the conflict, in late 2014 the Government of Ukraine requested technical assistance and financial support from the international community to assess priority recovery needs. In late 2014, the United Nations (UN), the World Bank (WB) and the European Union (EU) conducted a Recovery and Peacebuilding Assessment, which was endorsed by the Cabinet of Ministers in mid-2015.

The United Nations Development Programme (UNDP) has been active and present in eastern Ukraine for the past decade, prior to the conflict, with a focus on community development, civil society development, and environmental protection. Work on addressing the specific conflict-related development challenges discussed above built on this earlier engagement, established partnerships, and started in 2015 through the **United Nations Recovery and Peacebuilding Programme (UN RPP)**. The UN RPP is a multi-donor funded framework programme formulated and led by the UNDP in collaboration with the Government of Ukraine and in cooperation with a number of partnering UN agencies (UN Women, FAO, UNFPA).

The UN RPP was designed to **respond to, and mitigate, the causes and effects of the conflict**. It is based on findings of the Recovery and Peacebuilding Assessment (RPA) and is aligned to the State Target Programme for Recovery as well as to the two oblast development strategies up to 2020. It takes into account the opportunities that have arisen from the Minsk Protocol of September 2014 and the renewal of its cease-fire provisions (the latest cease-fire having been agreed in March 2018) and is also fully adjusted to the humanitarian-development nexus. It is an integral component of the UNDP Country Programme and is therefore fully aligned with the United Nations Partnership Framework (UNPF). It is closely interlinked with the Democratic Governance and Reform Programme, operating nationally and in all of Ukraine's regions, and is consistent with the SDGs, in particular SDG 16 (Peace, Justice and Strong institutions).

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

Component 1: Economic Recovery and Restoration of Critical Infrastructure

Component 2: Local Governance and Decentralization Reform

Component 3: Community Security and Social Cohesion.

The Programme, which operates on the basis of a pooled funding arrangement, follows a multi-sectoral programme-based approach and is implemented using an area-based methodology. It is a unifying interventions framework for 10 projects funded by 11 international partners and is worth about 80 million USD.

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

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

1. To enhance local capacity for gender-responsive decentralization and administrative reforms to improve governance, local development and the delivery of services.
2. To stimulate employment and economic growth by assisting to Micro, Small and Medium Enterprise (MSME) development through demand-driven business development services and professional skills training.
3. To enhance social cohesion and reconciliation through promotion of civic initiatives.
4. To support sector reforms and structural adjustments in health, education and critical public infrastructure to mitigate direct impacts of the conflict and enhance the capacity of governmental authorities for national the coordination of actions to cope with emergencies arising from the conflict zone.
5. Supporting the implementation of the European Investment Bank's Early Recovery Programme.

Under objective 1, the project is expected to contribute towards building the capacity of local authorities in amalgamated communities, in creating conditions for boosting investments, creation of new jobs and growth of revenues. Promoting sustainable economic development is directly related to the efficient use of available natural, industrial and human resources in target communities. The

aim is to achieve a balanced and sustainable economic development by attracting external investments, supporting and protecting the interests of the local business community and promoting entrepreneurship and new business initiatives by the inhabitants of the communities. An active presentation of the business opportunities in the east of Ukraine will facilitate investment from other regions of the country as well as from abroad. The community should become recognizable and attractive for its inhabitants and investors.

In this respect, UN RPP is looking for a Company to support the elaboration and implementation of a Marketing strategy of 20 target territories (hereinafter, Contractor).

## II. MAIN OBJECTIVES OF THE ASSIGNMENT

The UN RPP is looking to contract an **Organization/Company to support the elaboration and implementation of a Marketing strategy** of 20 target territories, using a participatory approach. The work should be focused on a key idea which is unique for the particular territory and which can be transformed into a recognizable brand in each of 20 communities of Donetsk and Lugansk oblasts (10 in each oblast).

## III. SCOPE OF WORK AND EXPECTED RESULTS

During the period from November 2019 to March 2021, the Contractor must perform the following tasks agreed with UNDP:

### Stage 1:

- Based on the objectives proposed in this TOR, the Contractor must develop a methodology and a detailed action plan for the development and implementation of a Marketing Strategy for each of the 20 pilot communities.
- The methodology should include an analysis of the territory, definition of values and resources, competitive advantages of the territory, target groups, as well as the existing branding and activities aimed at the promotion of the territory.
- The action plan should also include measures aimed at attracting all stakeholders to participate in the formulation of the marketing strategy and branding of the territory and training activities on the use of the brand.
- Integrate human rights and gender equality into the analysis and development of targets, baselines and indicators in each Marketing Strategy.

Period of implementation: 4 weeks since the Contract start date.

### Stage 2:

- Piloting the formulation and implementation of a Marketing Strategy of the territory focused on a key idea which is unique for the particular territory. This idea should be applicable for transforming into a recognizable brand.
- The Marketing Strategy must be implemented using the participatory approach proposed by the Contractor and agreed with UNDP.
- The Marketing Strategy will be implemented in 20 UN RPP target communities of Luhansk and Donetsk Oblasts<sup>4</sup> (in 10 communities in each oblast) in accordance with the methodology

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<sup>4</sup> Programme target communities: (i) in Donetsk Oblast – Soliedar, Volnovakha, Mariinka, Kurakhove, Verhniotoretsk, Krasnohorivka, Toretsk, Druzhkivka, Dobropillia, Bakhmut, Vuhledar (city councils), Siversk, Zvanivka, Khibodariivka, Pervomaiske (settlement councils); (ii) in Luhansk Oblast – Shchastia, Hirske, Zolote, Popasna, Kreminna, Sievierodonetsk (city councils), Bilovodsk, Stanytsia Luhanska, Novoaidar,

and action plan agreed with UNDP.

- Integrate human rights and mainstream gender into the analysis and development of targets, baselines and indicators in each Marketing Strategy.

Period of implementation: 74 weeks since the Contract start date.

### **Stage 3:**

- Finalize the results of piloting in each of the target communities and provide the Final Report, which should include:
  - ✓ Marketing Strategy of each territory, which will reflect an assessment of the territory and suggest the strategic directions of the brand's development, including particular marketing events, activities in communities (At least 60 pages A4, font size 12, in \*.docx and \*.pdf formats).
  - ✓ The Brandbook of each territory, which should include the following chapters:
    - Positioning;
    - Logo (its philosophy, symbolism, parameters and features of use);
    - Brand colors and fonts;
    - Brand style (concept and provisions of brand visualization use);
    - Navigation's layouts (street navigations, plates and informational signs);
    - Souvenir's layouts (badges, magnets, cups, t-shirts, caps);
    - Representative product's layouts (notebooks, pens, folders, letterheads, business cards, brand-wall).

\* Additional brand elements' development may be considered (map of the territory, public transport stickers etc.).

Period of implementation: 78 weeks since the Contract start date.

## **RECOMMENDATIONS TO THE METHODOLOGY OF THE ASSIGNMENT IMPLEMENTATION**

### **General recommendations:**

For the purposes of effective co-operation, the Contractor should ensure coordination of the activities with other UN partner-agencies within the United Nations Recovery and Peacebuilding Program (UNDP will provide their list and contacts).

The Contractor should provide reference to UNDP, UN Women and the EU (with mandatory preliminary agreement) in products created under the contract.

### **Recommendations for the executive agency team:**

In addition to the positions of the team leader, at least 5 experts (2 sociologists, marketing specialist, 2 designers, etc.) should be included in the design team to optimize the time needed for the assignment's implementation.

### **Recommendations on how to involve beneficiaries in participation:**

During the implementation of the Stage 2 of the assignment the Contractor is obliged to engage different stakeholders (representatives of local self-governance, business, NGOs, youth, elder people, etc.) to participate in the formulation of a Marketing Strategy. Involving the community, the Contractor should organize the functioning of the Working Group on Marketing Strategy (that should consist of representatives from different stakeholders) and moderate its meetings (meetings should be organized in the selected communities). The Contractor is responsible for reporting to UNDP on the results of conducted events (list of participants, photos from conducted events, etc.).

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Kranorichenske, Troitske, Bilolutsk, Markivka, Milove (settlement councils), Nyznioteple, Shyrokyi, Krasna Talivka, Nyzhnia Duvanka, Pryvillia, Kamianka, Lozno-Oleksandrivka (village councils)

Contact persons for the mentioned Working group's organization will be provided by the UNDP after the selection of communities for piloting. Contractor should propose a number of meetings of the Working group in the application (at least 4 meetings in each community).

**Equipment provided by UNDP (what should not be included in the price offer):**

UNDP separately covers the cost of manufacturing a trial lot of branded products (shirts, souvenirs, pointers, office, etc.).

**Attention:** The cost of organizing and holding meetings of working groups, selected research tools, seminars, training (including coffee breaks, stationery, room rentals, etc.), costs of technical support measures or meetings with the use of the moderation **should be included in the budget proposal**. Description of all the activities have to be included in Proposal in order UNDP can understand their parameters and volume.

**IV. MONITORING/EVALUATION REQUIREMENTS**

The Contractor will report within the framework of the UN Recovery and Peacebuilding Program to the Socio-Economic Development Specialist.

The contractor must comply with the monitoring, evaluation and quality control system implemented by UNDP, as well as provide the necessary information, reports and statistics in accordance with the pre-established schedule or as quickly as possible (within a reasonable timeframe).

Upon completion of all work, the Contractor submits a Final Report to UNDP, which includes a description of the work performed and the results.

All reports and studies are transmitted electronically to UNDP (formats \*.docx, \*.xlsx, \*.pptx, \*.pdf) on the electronic storage device or in the form of electronic communications with final products attached, which are also accompanied by a paper version of the official letter from the Contractor on data transfer for UNDP. All contact information will be provided by UNDP. Documents must be written in Ukrainian.

The payment will be made in four stages according to the proposed payment schedule below.

**The proposed schedule for services provision and payments**

Below is a description of % of the total budget that will be paid upon receipt of the specified result:

Nº of the result	Description of the result	Part (%)	Preliminary date of completion
1.	An Initial Report describing the full methodology and detailed action plan for developing and implementing a Marketing Strategy for each of the 20 pilot communities adopted by UNDP.	20%	4 weeks since the Contract start date
2.	The first Interim Report, which describes the implementation process, including the initial status of coordination and community engagement, current results and achievements, recommendations for further implementation. The report will also include plans of the events, list of participants and photos from the events, samples of the documents, photos, etc., adopted by UNDP.	20%	36 weeks since the start of the assignment

3.	Second Interim Report, which describes the implementation process, current results and achievements, recommendations for further implementation. The report will also include plans of the events, list of participants, samples of the documents, photos, etc., adopted by UNDP.	30%	74 weeks since the start of the assignment
4.	Final Report with results of the piloting for each of the 20 target communities, including: <ol style="list-style-type: none"> <li>1. Marketing Strategy of the territory which will reflect the analysis of the territory's assessment and suggest the strategic directions of the brand's development, including marketing events, activities in communities (at least 60 A4 pages, font 12 size in *.docx and *.pdf).</li> <li>2. The Brandbook, which include the following chapters: Positioning, Logo (its philosophy, symbolism, parameters and features of use), Brand colors and fonts, Brand style (concept and provisions of brand visualization use), Navigation's layouts (street navigations, plates and informational signs), Souvenir's layouts (badges, magnets, cups, t-shirts, caps), Representative product's layouts (notebooks, pens, folders, letterheads, business cards, brand-wall).</li> </ol> *Additional brand elements development may be considered (map of the territory, public transport stickers etc.). Final report has to be received and approved by UNDP.	30%	78 weeks since the start of the assignment
	<b>Total</b>	<b>100%</b>	

## V. EXPERIENCE AND QUALIFICATIONS CRITERIA

### Company/Organization, which submits the proposal, should meet the following requirements:

- Officially registered organization (commercial, private, non-profit, non-governmental, public) with more than 3 years in the market and has a good reputation. Experience in the Recovery and Peacebuilding Program target regions is an advantage;
- Has proven experience in development of the marketing strategies for the territories (at least 3 marketing strategies are developed);
- Has proven experience in the development of territory branding that focused on a key idea that is unique to the area and is applicable for transforming into a recognizable brand (at least 3 Brandbooks are developed);
- The experience of cooperating with international organizations is desired;
- At least 2 recommendations from local self-governance authorities;

### Personnel:

- **Project Team Leader:**
  - higher education in marketing, economics, sociology, management or another relevant sphere;
  - at least 5 years in the sphere of designing and implementation of marketing strategies and management (at least 2 developed marketing strategies and/or brandbooks provided);

- fluency in Ukrainian and Russian languages, English proficiency at work level is an advantage.
- **Key experts ## 1,2 (sociologists, 2 persons):**
  - higher education in the direction of sociology, psychology, social pedagogy, or other relevant fields;
  - at least 5 years of experience in organizing and conducting research, activities aimed at supporting marketing activities in the community and social mobilization.
  - at least 3 years experience in consulting, seminars, trainings, facilitation of events for representatives of local, regional authorities and local governments and other stakeholders;
  - fluent knowledge of Ukrainian and Russian.
- **Key expert #3 (marketer, 1 person):**
  - higher education in the field of marketing, economics, social psychology, or other relevant field;
  - at least 3 years of experience in developing and implementing marketing strategies of the territory or company, adjusting and implementing a marketing plan,
  - Experience in SWOT analysis, market research's data processing, development of the concept of positioning of territories, goods or services, development and realization of advertising, PR events (at least 2 completed documents provided);
  - fluent knowledge of Ukrainian and Russian.
- **Key experts ##4,5 (designers, 2 persons):**
  - at least 3 years of experience in graphic design (presence of portfolio is mandatory);
  - proven skills to work with vector graphics, raster graphics, animation and video (design of identity, printing and souvenir production, banners, navigation) (at least 1 developed example of each skill is provided: graphics, animation and video);
  - proven experience in brand designing, elements of a brandbook, creation of logos (at least 1 developed brandbook provided);
  - fluency in Ukrainian and Russian.

## VI. EVALUATION CRITERIA

### Assessment and comparison of the applications

A two-step procedure is anticipated to evaluate bids. The overall assessment is aggregated according to the analysis, where the technical qualifications (maximum 700 points) and financial offer (maximum 300 points) have a pre-determined shares of 70% and 30% of the total score of 1000 points, respectively. The evaluation of a technical proposal must be completed before the opening and comparison of price offers. Price offers are opened only for submitted applications that exceeded the minimum technical level by 70% (or 490 points) from the possible 700 points in the process of evaluating technical proposals.

In the first stage, the technical proposal is evaluated according to the provisions of the Terms of Reference (TOR), as well as the following Evaluation Criteria.

At the second stage, the financial proposals of all applicants, who scored at least 70% according to the technical assessment, are considered.

The technically relevant financial offer with the lowest price is selected as the base, and it is assigned the maximum number of points possible in the financial part (ie, 300). All other financial offers will receive a score that is inversely proportional to the price quotations indicated on them, for example,

300 points x lowest price / price offer.

The winner will receive the highest score as a result of aggregation of the points obtained both in the technical and financial rating, respectively. The contract will be signed with the applicant who submitted the winning bid.

### Criteria for evaluating technical proposals

General form of evaluation of a technical proposal		Evaluation quote	Max score	Organization		
				A	B	C
1	Experience of the organization	30%	210			
2	Proposed work plan, methodology and approach	45%	315			
3	Personnel and involved experts / consultants	25%	175			
	Total score	100%	700			
	References					

The maximum number of points that can be obtained for each of the criteria indicates the relative importance and share of scores in the overall assessment process.

### Forms of evaluation criteria of technical proposals are as follows:

Form 1. Experience of the organization

Form 2. Proposed work plan, methodology and approach

Form 3. Personnel and involved experts / consultants



Form 1 - Evaluation of technical proposals		Max score	Organization		
			A	B	C
Experience of the organization					
1.1	Officially registered organization/company (Ukrainian entities should be registered on government-controlled area of Ukraine) (3 years – 20 points, 4-5 years – 30 points, 6 years or more – 40 points).	40			
1.2	Experience of company / organization in the field branding of territories. (3 brandbooks developed - 40 points, 4-5 brandbooks developed – 50 points, 6 and more brandbooks developed - 60 points)	60			
1.3	Experience of company / organization in the field of development of marketing strategies for the territories (3 marketing strategies - 40 points, 4-5 marketing strategies – 50 points, 6 and more marketing strategies - 60 points)	60			
1.4	Experience of cooperation with international organizations (no – 0 points, yes – 10 points)	10			
1.5	Experience in the Recovery and Peacebuilding Program target regions (no – 0 points, yes – 10 points)	10			
1.6	Presenting recommendations from previous customers: 2 recommendations - 10 points; 3 recommendations – 20 points, 4 or more recommendations – 30 points	30			
Total score by the Form 1		210			

Form 2 - Evaluation of technical proposals		Max score	Organization		
			A	B	C
Proposed work plan, methodology and approach					
2.1	Does the technical proposal adequately meet the objectives and scope of work? <ul style="list-style-type: none"><li>• In general, the technical proposal meets the objectives of the volume and work - up to 25 points;</li><li>• The technical proposal is well suited to the tasks, the volume of work is overestimated / understated - up to 50 points;</li><li>• The technical proposal has a logic and detailed description of the task's algorithm with a proportional volume of work - up to 70 points</li></ul>	70			
2.2	How well the methodology of elaboration of a participative marketing strategy is developed. The developed methodology contains separate inconsistencies - up to 60 points;	120			



	Well-designed methodology, low reliability for realism - up to 90 points; The organization has demonstrated a thoroughly developed methodology and approach that meets the conditions of reality - up to 120 points				
2.3	How well the work plan for the elaboration of a participative marketing strategy is designed. The developed work plan contains separate inconsistencies - up to 60 points; Well-designed work plan, low reliability for realism - up to 90 points; The organization has demonstrated a thoroughly developed work plan and approach that meets the conditions of reality - up to 125 points	125			
	<b>Total score by the Form 2</b>	<b>315</b>			

Form 3 - Evaluation of technical proposals		Max score	Organization		
			A	B	C
Personnel					
	Project Team Leader				
3.1	Higher education in marketing, economics, sociology, management or other relevant sphere (Equivalent to the qualification level "Specialist / Master" - 5 points, "PhD" or higher - 10 points)	10			
3.2	Experience in the sphere of designing and implementation of marketing strategies and management: 5 years – 5 points, 6 years – 10 points, 7+ years – 15 points)	15			
3.3	Experience in preparation of written publications (marketing strategies, brandbooks): - 2-3 publications – 5 points, - 4+ publications – 10 points.	10			
3.4	Languages knowledge (Ukrainian and Russian as a native– 2 points, Ukrainian and Russian languages as a native and English proficiency at work level - 5 points	5			
	Interim score by criteria 3.1 – 3.3	40			
	Key expert 1 -2 (sociologist)				
4.1	higher education in the field of sociology, psychology, social pedagogy, or other relevant fields (Equivalent to the qualification level "Specialist / Master" - 5 points, "PhD" or higher - 10 points)	10			
4.2	Experience in organizing and conducting research, activities aimed at supporting marketing activities in the community and social mobilization 5 years – 5 points, 6-7 years – 10 points, 8 + years – 15 points)	15			
4.3	Experience in consulting, seminars, trainings, facilitation of events for representatives of local, regional authorities and	15			

	local governments and other stakeholders (3 years – 5 points, 4-6 years – 10 points, 7 + years – 15 points)				
4.4	Fluent Ukrainian and Russian	5			
	<b>Interim score by criteria 4.1 – 4.4</b>	<b>45</b>			
	<b>Key expert 3 (marketer)</b>				
5.1	higher education in the field of marketing, economics, social psychology, or other relevant field (Equivalent to the qualification level "Specialist / Master" - 5 points, "PhD" or higher - 10 points)	10			
5.2	experience in developing and implementing marketing strategies of the territory or company, adjusting and implementing a marketing plan (3-5 years – 5 points, 6-7 years – 10 points, 8 + years – 15 points)	15			
5.3	Experience in SWOT analysis; market research data processing; development of the concept of positioning of territories, goods or services; development and realization of advertising, PR events (2 examples – 5 points, 3-4 examples – 10 points, 5+ examples – 15 points)	15			
5.4	Fluent Ukrainian and Russian	5			
	<b>Interim score by criteria 5.1 – 5.4</b>	<b>45</b>			
	<b>Key expert 4-5 (designer)</b>				
6.1	Experience in experience in graphic design (3 year – 5 points, 4-5 years – 10 points, 6 + years – 15 points)	15			
6.2	Skills to work with designer software: - vector and raster graphics – up to 5 points; - animation – up to 5 points; - video – up to 5 points.	15			
6.3	Experience in brand design (1 brandbook – 5 points, 2-3 brandbooks – 7 points, 4+ brandbooks – 10 points)	10			
6.4	Fluent Ukrainian and Russian - 5 points,	5			
	<b>Interim score by criteria 6.1 – 6.5</b>	<b>45</b>			
	<b>Total score by the Form 3</b>	<b>175</b>			

## Annex 4

## Model Contract

<p><b>Договір на надання Товарів та/або Послуг між Програмою розвитку Організації Об'єднаних Націй та Іноземне Підприємство «ГФК Юкрейн»</b></p>  <p><i>Empowered lives. Resilient nations.</i></p>	<p><b>Contract for Goods and/or Services Between the United Nations Development Programme and Foreign Enterprise "GfK Ukraine"</b></p>  <p><i>Empowered lives. Resilient nations.</i></p>
<b>1. Країна, у якій будуть постачатись Товари та/або надаватись Послуги:</b> Україна	<b>1. Country Where Goods Will be Delivered and/or Services Will be Provided:</b> Ukraine
<b>2. ПРООН</b> <input type="checkbox"/> <b>Запит цін</b> <input checked="" type="checkbox"/> <b>Запит пропозиції</b> <input type="checkbox"/> <b>Запрошення на участь у конкурсі</b> <input type="checkbox"/> <b>укладення прямих договорів</b> Номер та дата:	<b>2. UNDP</b> <input type="checkbox"/> <b>Request for Quotation</b> <input checked="" type="checkbox"/> <b>Request for Proposal</b> <input type="checkbox"/> <b>Invitation to Bid</b> <input type="checkbox"/> <b>direct contracting</b>  Number and Date:
<b>3. Посилання на номер договору (напр., номер присудження договору):</b>	<b>3. Contract Reference (e.g. Contract Award Number):</b>
<b>4. Довгострокова угода:</b> Ні	<b>4. Long Term Agreement:</b> No
<b>5. Предмет Договору:</b> <input type="checkbox"/> товари <input checked="" type="checkbox"/> послуги <input type="checkbox"/> товари <i>та</i> послуги	<b>5. Subject Matter of the Contract:</b> <input type="checkbox"/> goods <input checked="" type="checkbox"/> services <input type="checkbox"/> goods <i>and</i> services
<b>6. Тип Послуг:</b>	<b>6. Type of Services:</b>
<b>7. Дата початку Договору:</b>	<b>7. Contract Starting Date:</b>
<b>8. Дата завершення Договору:</b>	<b>8. Contract Ending Date:</b>
<b>9. Загальна сума Договору:</b> <b>9a. Передплата:</b> Не застосовується	<b>9. Total Contract Amount:</b> <b>9a. Advance Payment:</b> Not applicable
<b>10. Загальна вартість Товарів та/або Послуг:</b> <input type="checkbox"/> <b>менше 50 000 дол. США (лише Послуги)</b> – застосовуються Загальні умови ПРООН для базових (незначних) договорів <input type="checkbox"/> <b>менше 50 000 дол. США (Товари або Товари та Послуги)</b> – застосовуються Загальні умови ПРООН для договорів <input type="checkbox"/> <b>50 000 дол. США або більше (Товари та/або Послуги)</b> – застосовуються Загальні умови ПРООН для договорів	<b>10. Total Value of Goods and/or Services:</b> <input type="checkbox"/> <b>below US\$50,000 (Services only)</b> – UNDP General Terms and Conditions for Institutional (de minimis) Contracts apply <input type="checkbox"/> <b>below US\$50,000 (Goods or Goods and Services)</b> – UNDP General Terms and Conditions for Contracts apply <input type="checkbox"/> <b>equal to or above US\$50,000 (Goods and/or Services)</b> – UNDP General Terms and Conditions for Contracts apply
<b>11. Метод оплати:</b> <input checked="" type="checkbox"/> <b>тверда (фіксована) ціна</b> <input type="checkbox"/> <b>відшкодування витрат</b>	<b>11. Payment Method:</b> <input checked="" type="checkbox"/> <b>fixed price</b> <input type="checkbox"/> <b>cost reimbursement</b>
<b>12. Назва(Ім'я) Підприємця:</b>	<b>12. Contractor's Name:</b>
<b>13. Ім'я контактної особи Підприємця:</b>  Посада: керівник Адреса: Номер телефону: Факс: Email:	<b>13. Contractor's Contact Person's Name:</b>  Title Address: Telephone number: Fax: Email:
<b>14. Ім'я контактної особи ПРООН:</b>  Посада: Адреса: Тел.: +380 508002879 Email:	<b>14. UNDP Contact Person's Name:</b>  Title: Address: Telephone number Email:
<b>15. Банківський рахунок Підприємця, на який будуть перераховуватись платежі:</b> Отримувач: Назва рахунку: Номер рахунку: Назва банку: МФО ЄДРПОУ	<b>15. Contractor's Bank Account to which payments will be transferred:</b> Beneficiary: Account name: Account number: Bank name: Bank address: МФО EDRPOU

<p>Даний Договір складається з наступних документів, які, у разі виникнення конфлікту між ними, мають перевагу один перед одним у наступному порядку:</p> <ol style="list-style-type: none"> <li>1. Дана лицьова сторінка («Лицьова сторінка»).</li> <li>2. Загальні умови ПРООН для договорів – Додаток 1</li> <li>3. Технічне завдання (ТЗ) - Додаток 2</li> <li>4. Графік надання послуг, що включають опис послуг, результати надання товарів та/або послуг, планові показники, терміни, графік здійснення платежів, та загальну суму договору – Додаток 3.</li> <li>5. Технічна та Фінансова пропозиції Підрядника від _____; причому ці документи не додаються, але відомі Сторонам і знаходяться у їх розпорядженні, і є невід'ємною частиною цього Договору.</li> <li>6. Реалізація даного Контракту відбувається в рамках виконання проекту міжнародної технічної допомоги між Урядом України та відповідними Донорами та Виконавцем та, згідно з умовами пункту 197.11 Податкового Кодексу України, операції звільнені від ПДВ.</li> <li>7. Все вищезазначене, включене до цього документу за допомогою посилання, містить увесь обсяг домовленостей («Договір») між Сторонами, при цьому усі інші переговори та/або угоди, незалежно від того, виконані вони в усній або ж у письмовій формі, що відносяться до предмету даного Договору, втрачають силу.</li> </ol> <p>Даний Договір вступає в силу з дня проставлення належним чином уповноваженими представниками Сторін останнього підпису на Лицьовій сторінці і припиняє свою дію в Дату завершення Договору, яка зазначена на Лицьовій сторінці. Внесення змін та/або доповнень до даного Договору можливе лише у разі оформлення належним чином уповноваженими представниками Сторін письмової угоди.</p> <p><b>НА ПОСВІДЧЕННЯ ЧОГО</b>, нижчепідписані, належним чином уповноважені на це представники Сторін, підписали цю Угоду від імені Сторін у місці та в день, що вказані нижче</p>	<p>This Contract consists of the following documents, which in case of conflict shall take precedence over one another in the following order:</p> <ol style="list-style-type: none"> <li>1. This face sheet ("Face Sheet").</li> <li>2. UNDP General Terms and Conditions for Contracts – Annex 1</li> <li>3. Terms of Reference (TOR) – Annex 2</li> <li>4. Schedule of Services provision, incorporating the description of services, deliverables and performance targets, time frames, schedule of payments, and total contract amount – Annex 3</li> <li>5. The Contractor's Technical Proposal and Financial Proposal, dated _____; these documents not attached hereto but known to and in the possession of the Parties, and forming an integral part of this Contract.</li> <li>6. This Contract implementation is conducted within the framework of the of international technical assistance project between the Government of Ukraine and the relevant Donors and the Executor and is concluded without VAT, in accordance with paragraph 197.11 of the Tax Code of Ukraine.</li> <li>7. All the above, hereby incorporated by reference, shall form the entire agreement between the Parties (the "Contract"), superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.</li> </ol> <p>This Contract shall enter into force on the date of the last signature of the Face Sheet by the duly authorized representatives of the Parties, and terminate on the Contract Ending Date indicated on the Face Sheet. This Contract may be amended only by written agreement between the duly authorized representatives of the Parties.</p> <p><b>IN WITNESS WHEREOF</b>, the undersigned, being duly authorized thereto, have on behalf of the Parties hereto signed this Contract at the place and on the day set forth below.</p>
<p><b>Від імені Підрядника / For the Contractor</b></p>	<p><b>Від імені ПРООН / For UNDP</b></p>
<p>Підпис / Signature:</p>	<p>Підпис / Signature:</p>
<p>Ім'я / Name:</p>	<p>Ім'я / Name:</p>
<p>Посада / Title:</p>	<p>Посада / Title:</p>
<p>Дата / Date:</p>	<p>Дата / Date:</p>