



REQUEST FOR PROPOSAL (RFP)

All interested	DATE: November 4, 2014
	REFERENCE: RFP UKR/2014/065

Dear Sir / Madam:

We kindly request you to submit your **Proposal to Development and implementation of the All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events') within GEF/UNDP project "Transforming the Market for Efficient Lighting"**

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

Proposals may be submitted on or before **23:59 (Kyiv time) Wednesday, November 19, 2014** and via email to the address below:

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

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

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

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

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

Messages should **not exceed 5 MB in size**. Offers larger than 5 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement and the solicitation documents. Messages larger than 5 Mb will not be delivered. *All electronic submissions are confirmed by an automatic reply.*

The Offeror shall mark the email letter/s:

Subject of the message should include: **“RFP UKR/2014/065”** and the name of tender: **“Development and implementation of the All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 ‘Social and BTL Events’)**

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 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,

Mr. Kostyantyn Kiva
Operations Manager
11/4/2014

Annex 1

Description of Requirements

Context of the Requirement. Project name:	Transforming the Market for Efficient Lighting
Brief Description of the Required Services	Proposal to Development and implementation of the All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')
List and Description of Expected Outputs to be Delivered	<p>Overall Objective:</p> <p>UNDP is inviting duly qualified companies to submit proposals for conducting social and BTL events within the 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')', for the following strategic tasks:</p> <ul style="list-style-type: none"> - development and conduction of the social events on EEL in the towns of Ukraine; - distribution of the specific fans and magnets in the summer recreational tourism areas of Ukraine; - distribution of the specific 'Hat and Scarf' sets and magnets in the winter recreational tourism areas of Ukraine.
Person to Supervise the Work/Performance of the Service Provider	UNDP Project Manager
Frequency of Reporting	According to TOR attached
Progress Reporting Requirements	According to TOR attached
Location of work	<input type="checkbox"/> Exact Address <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	7 months
Target start date	December 2014
Latest completion date	August 2015
Travels Expected	n/a

Special Security Requirements	n/a
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	The Project will not provide any facilities, equipment, support personnel, support services or logistic
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 (US\$) – strongly advised to use as a risk mitigation measure against the impact of the local currency devaluation. <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency– UAH In case both currencies are provided in the financial proposal, UNDP will use USD as per November 2014 official UNORE for the evaluation purposes. See details at http://treasury.un.org
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line) <input type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted

Payment Terms ¹	No	Advance payment for the implementation of services	%	Payment upon services' implementation	%
	1.	1.1. To produce the curved pop-up stands with case tribunes. 1.2. To conduct the social events on EE lighting in the 20 towns populated by less than 200,000 people.	Up to 20%	1.3. Report on the finalized and approved methodology and work plan of 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')'.	20%
	2.			2.1. Developed concept/creative ideas and scenario of social events on EE lighting. 2.2. Produced curved pop-up stands with case tribunes.	10%
	3.			3.1. Distributed 'Hat and Scarf' sets and magnets by the costumed animators in the 20 winter recreational tourism areas of Ukraine (Lviv oblast, Uzhgorod oblast, Ivano - Frankivsk oblast, Poltava oblast).	20%
	4.			4.1. Conducted social events on EE lighting in the 10 towns populated by less than 200,000 people.	20%
	5.			5.1. Distributed fans and magnets by the costumed animators in the 50 summer recreational tourism areas of Ukraine (Zaporozhye oblast, Donetsk oblast, Odessa, Mykolaiv oblast). 5.2. Conducted social events on EE lighting in the 10 towns populated by less than 200,000 people. 5.3. Submission and approval of the Report on 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part	10%

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

			2'Social and BTL Events')'and its presentation at the validation workshop.	
	<p>Conditions for payment release:</p> <p>Within thirty (30) days from the date of meeting the following conditions:</p> <p>a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and</p> <p>b) Receipt of invoice from the Service Provider.</p>			
Person(s) to review/inspect / approve outputs/compl eted services and authorize the disbursement of payment	UNDP Project Manager			
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). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise of Firm / Organization submitting Proposal 26% <input checked="" type="checkbox"/> Proposed Work Plan and Approach 44% <input checked="" type="checkbox"/> Personnel 30% <p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>			
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors :			

Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions - Available through the Link: http://www.undp.org/content/undp/en/home/operations/procurement/how_we_buy/contract_terms/ <input checked="" type="checkbox"/> Detailed TOR and Evaluation Criteria (Annex 3) <input checked="" type="checkbox"/> Contract for professional services template(Annex 4)
Contact Person for Inquiries (Written inquiries only) ²	<p><i>Procurement Unit</i> <i>UNDP Ukraine</i> procurement.ua@undp.org</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	<input checked="" type="checkbox"/> Duly filled in and Signed Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Business Licenses (Copies of State/Tax registration documents) and other Certificates (if any) <input checked="" type="checkbox"/> Other licenses or certificates (if any); <input checked="" type="checkbox"/> Financial statements (Copies of income/balance statements for last 2 years) <input checked="" type="checkbox"/> CVs of proposed team members <input checked="" type="checkbox"/> Reference letters from the Top 3 Clients in terms of Contract Value for the past 2 years
Other Information Related to the RFP	<p><u>Administrative Requirements:</u></p> <p>Submitted offers will be reviewed on "Pass" or "Fail" basis to determine compliance with the below formal criteria/ requirement/s:</p> <ul style="list-style-type: none"> ✓ Offers must be submitted within the stipulated deadline ✓ Offers must meet required Offer Validity ✓ Offers have been signed by the proper authority ✓ Offers include requested company/organization documentation, including documentation regarding the company/organization's legal status and registration ✓ Offers must comply with general administrative requirements: <ol style="list-style-type: none"> a) Properly registered company/organization; b) At least 5 years of working experience. <p>Other information is available on http://www.undp.org.ua/en/tenders; For the information , please contact procurement.ua@undp.org</p>

²This 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 PROPOSAL³

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

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated _____, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

BRIEF COMPANY PROFILE	
The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :	
Full registration name	
Year of foundation	
Legal status	If Consortium, please provide written confirmation from each member
Legal address	
Actual address	
Bank information	
VAT payer status	
Contact person name	
Contact person email	
Contact person phone	
Company/Organization's core activities	

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

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

Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations (If any);	Please indicate here
Business Licenses – Registration Papers, Tax Payment Certification, etc	EDRPOU, ID tax number Copies of State registration and Tax registration should be attached
Latest Audited Financial Statement or Financial results (2011 -2012)	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 (including titles of documents developed and analysis prepared), contract duration, contract value, contact references;
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
Please provide contact details of at least 3 previous partners for reference	Please attach the signed reference letters.
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. Please indicate:

- *Detailed description of activities to be undertaken to achieve the expected results in the form of proposal, comprising of at least the following sections: activities to be undertaken/tasks to be carried out; expected results/deliverables by activities; implementation schedule (workplan) for each deliverable/output; managing structure during activity performance; quality assurance mechanism; reporting.*
- *The Offeror should provide the list and description of previous similar works and/or projects similar to the announced terms of reference (certificate in any format to confirm experience in executing similar contracts specifying the names of customers and the listing the project sites);.*
- *The Offeror should provide the description of internal project management control mechanisms.*

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.;*

Min. team:**Team leader:**

- Education background: education: University Degree in Economics Sciences (Communication, Advertising, Marketing, Management, etc.);
- 5 years of managerial experience;
- experience in conducting of the public awareness/advertising campaigns;
- experience in conducting of the social / BTL events;
- language skills: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.

Expert responsible for conducting of social/public events on EEL

- University Degree in Economics/Social Sciences (Communications, Advertising, Marketing, Management, Psychology, Pedagogy, etc.);
- 5 years of experience in conducting of the social / BTL events;
- experience in conducting of the public awareness/advertising campaigns;
- language skills: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.
- Languages: fluency in Ukrainian, knowledge of English would be an advantage.

Expert responsible for distribution of printed materials and free/promotional gifts:

- Education background: University Degree in Economics/ Social/Technical Sciences (Design, Communications and Advertising, Marketing, Philology, Commodity Science, Book Science, etc.);
- 5 years of experience in the development and distribution of the printed materials and free/promotional gifts, conducting of the BTL events;
- experience in conducting of the public awareness/advertising campaigns;
- Languages: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.

b) CVs demonstrating qualifications must be submitted if required by the RFP;

c) Please indicate that all proposed personnel are available for the entire duration of the contract.

Parts D – E should be included to the financial proposal in password protected separate archive!!!

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i> <i>incl. VAT</i>
1	Deliverable 1		
2	Deliverable 2		
3		
	Total incl. VAT	100%	

*This shall be the basis of the payment tranches

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

Description of Activity	Remuneration per Unit of Time, excl.	Total Period of Engagement	No. of Personnel	Total Rate, excl.
--------------------------------	---	-----------------------------------	-------------------------	--------------------------

	VAT (indicate currency)			VAT(indicate currency)
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
III. Other costs				
<i>Indicate detailed breakdown here</i>				
Total not incl. VAT				
VAT (if applicable)				
Grand Total incl. VAT				

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

Terms of Reference

ALL UKRAINIAN PUBLIC AWARENESS CAMPAIGN ON ENERGY EFFICIENT LIGHTING (PART 2 'SOCIAL AND BTL EVENTS')

1. **Services required:** Development and implementation of the All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')
2. **Category:** Professional Services
3. **Duty Station and expected places of travel:** Kyiv and 24 regions of Ukraine (except Autonomous Republic of Crimea and Sevastopol) including regional centers, cities, towns and villages
4. **Duration:** 9 months (December 2014 – August 2015)
5. **Background**

5.1. Relevant Background

The main aims of the project 'Transforming the Market for Efficient Lighting' (TMEL) are reducing greenhouse gas (GHG) emissions by increasing the market penetration of energy efficient lighting (EEL) products, boosting annual demand for EEL products in Ukraine by 10-15%, increasing level of Ukrainian public awareness on EEL by 20%.

To achieve these objectives the TMEL Project in December 2012 - May 2013 conducted the 1st phase of 'All-Ukrainian EE Lighting Public Awareness Campaign' (the Campaign).

The Campaign was implemented by MMKG Company in all 24 regions of Ukraine, Autonomous Republic of Crimea and was addressed to all consumer market segments (population aged 17 and older) including rural areas, towns and cities.

For this Campaign the following informational/marketing tools have been used:

- development and placement of TV commercial on EEL on the national, niche and regional TV channels;
- development and placement of radio commercial on EEL on the national radio stations;
- development and placement of advertisement posters on EEL on billboards and city-lights;
- development and placement of thematic WEB-pages on EEL on social networks;
- development and placement of banner informative commercials on EEL on Internet portals;
- development and placement of thematic articles on EEL in printed issues;
- development and placement of informational blocks on EEL on invoices for municipal services;
- development and distribution of information booklets on EEL for students;
- development and distribution of information booklets on EEL for environmental services;
- development and distribution of information booklets on EEL for municipal services departments;
- development and placement of information leaflets on EEL in residential blocks/elevators.

The assessment of the Campaign's impact on consumer demand and its dynamics, awareness level on EEL among the Ukrainian population in 2013 compared to 2012 conducted by LLC Kviten clearly demonstrated the following results:

1. Opportunities / Strengths:

1.1 Realized demand for EE bulbs has increased by 11%. At the same time the Campaign has had a significant stimulating effect providing for the growth of new buyers of EE bulbs by over 5%.

1.2 The level of public awareness of the advantages of EEL has increased by 7%. Due to the Campaign this criterion has raised by 3.6%.

1.3 The social efficiency of the Campaign corresponded to the average level (39%). It showed sufficiently high positive social outcomes of the Campaign under optimum focused marketing efforts.

1.4 The Campaign included marketing tools that had efficient informative and stimulating effects upon the population in the cities/towns/villages: outdoor advertising, television advertising.

2. Threats/ Weaknesses:

2.1 The Campaign insufficiently has covered the following consumer market segments:

- population of summer and winter recreational tourism areas of Ukraine (cities/towns/villages);
- population of towns/villages of Eastern, Western, Northern, Central and Southern Ukraine.

2.2 The Campaign did not include the efficient marketing tools (social events/BTLs) that have informative and stimulating effects upon the population.

On the basis of the demonstrated Campaign's strengths and weaknesses, the new strategy of 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')' has been developed. It is the next logical step of making contribution to an increase of the amount of EEL products/technologies in Ukrainian market in the nearest future and to significant reduction of GHG emissions.

'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')' should be concentrated on mitigation of the weaknesses and supporting of the strengths revealed in the 1st phase of the Campaign. Consequently, the main focus of it will be summer and winter recreational tourism areas of Ukraine and towns of Eastern, Western, Northern, Central and Southern Ukraine.

6. The main strategic focuses of 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')'

6.1.Strategic objective

To increase demand for the EE lighting products in Ukraine through raising awareness and forming of positive opinion to the EEL products and technologies.

6.2. Market segments

'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')' should address to the following segments of the EEL consumer market:

- population and tourists of the summer and winter recreational tourism areas of Ukraine (cities/towns/villages);
- population of the cities/towns of Eastern, Western, Northern, Central and Southern Ukraine populated by less than 500,000 people.

6.3. Scope of Work

The company has to implement the following main strategic tasks within the 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')':

- development and conduction of the social events on EEL in the towns of Ukraine;
- distribution of the specific fans and magnets in the summer recreational tourism areas of Ukraine;
- distribution of the specific 'Hat and Scarf' sets and magnets in the winter recreational tourism areas of Ukraine.

In order to implement the strategy described above, UNDP is inviting duly qualified companies to submit proposals for the scope of the services listed below. Implementation of the tasks can be based on the content (images, slogans, messages, etc.) of the 1st phase of 'All-Ukrainian EEL Public Awareness Campaign' (www.lampochki.org.ua):

- TV commercial EEL (<http://lampochki.org.ua/a5/>);
- informational booklets on EEL (<http://lampochki.org.ua/a5/>);
- thematic articles on EEL(<http://lampochki.org.ua/baner/>).

The service providers may either build their proposals based on the results of the 1st phase or suggest their own concept. Both options will be considered.

6.3.1. To develop the concept/creative ideas and scenario of the social events on EEL to be conducted in the towns populated by less than 200,000 people.

6.3.2. To conduct the social events on EEL in the 20 towns populated by less than 200,000 people within 24 regions of Ukraine.

Requirements:

- *event's duration: 2 hours a day;*
- *event's required components:*
 - *availability of mobile or permanently installed stage;*
 - *stage branding;*
 - *availability of 10kW sound equipment and generator;*
 - *availability of produced printed materials and free/promotional gifts (leaflets, magnets);*
 - *at least 4 curved pop-up stands with case tribunes (see the task 6.3.3);*
 - *entertainment organization and coordination;*
 - *providing entertainment by master of ceremonies;*
 - *availability of costumed promoters/animators for distribution of printed materials and free/promotional gifts (leaflets (100 000 pcs), magnets (100 000 pcs)).*

The bidder will be provided with the image of stage branding.

Leaflets and magnets will be produced by contracted by UNDP printing house and will be delivered to the bidder's premises.

6.3.3. To produce the curved pop-up stands with case tribunes developed by contracted by UNDP designing company.

Specifications for the curved pop-up stands with case tribunes:

1. Curved pop-up stands with case tribunes *Materials: aluminum, plastic panels.
Format: 230*400 cm.
Options: aluminum frame, PVC panel to be used for the images, reinforcement ribs, magnetic tape to attach the graphic panels.
Extra options: plastic pillar, extra PVC panel, chipboard top of tribune.
Individual packing: suitcase on wheels or plastic pop up stand case.
Circulation - 4 pcs.*

6.3.4. To distribute the free/promotional gifts ('Hat and Scarf' sets, magnets, fans) by the costumed animators in the recreational tourism areas of Ukraine (cities/regional centers/towns/ villages).

Requirements:

- to the cities' sample:

- 50 summer recreational tourism areas of Ukraine (Zaporozhye oblast, Donetsk oblast, Odessa oblast, Mykolaiv oblast, Kherson oblast, Poltava oblast);
- 20 winter recreational tourism areas of Ukraine (Lviv oblast, Uzhgorod oblast, Ivano-Frankivsk oblast, Poltava oblast).

- to the distribution:

- 150,000 'Hat and Scarf' sets and 250,000 magnets in the 20 winter recreational tourism areas of Ukraine; period: February – March 2015.
- 500,000 fans and 250,000 magnets in the 50 summer recreational tourism areas of Ukraine; period: June- August 2015;

The produced free/promotional gifts (fans, magnets, 'Hat and Scarf' sets) will be delivered to the winning company/bidder and are not part of this ToR.

6.4 Results to be achieved by Contractor

Pertaining to the aforementioned assignments, the Contractor shall achieve the following results and provide a written report containing quantitative and qualitative data.

6.4.1. Developed concept/creative ideas and scenario of the social events on EEL.

6.4.2. Conducted social events on EEL based on the developed concept/creative ideas and scenario in the 20 towns populated by less than 200,000 people. Focus on the following required components:

- branded mobile or permanently installed stage;
- entertainment conducted;
- master of ceremonies for the entertainment;
- at least 4 curved pop-up stands with case tribunes;
- leaflets and magnets distributed by the costumed promoters/animators.

6.4.3. At least 4 curved pop-up stands with case tribunes developed for the events in line with the specific requirements (item 6.3.3).

6.4.4. 500,000 fans and 250,000 magnets distributed by the costumed animators in the 50 summer recreational tourism areas of Ukraine (Zaporozhye oblast, Donetsk oblast, Odessa oblast, Mykolaiv oblast, Kherson oblast, Poltava oblast).

6.4.5. 150,000 'Hat and Scarf' sets and 250,000 magnets distributed by the costumed animators in the 20 winter recreational tourism areas of Ukraine (Lviv oblast, Uzhgorod oblast, Ivano-Frankivsk oblast, Poltava oblast).

7.1. Methodology

7.1.1. To accomplish the task the Contractors shall develop a methodology for 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')'.

7.1.2. The proposed methodology must clearly demonstrate:

- The organization/control and methods/schemes/logistics of implementation of all above-mentioned tasks (item 6.3) including the time schedule and geographical location/distribution plan/list of the proposed cities and towns, targeted coverage of the population and other relevant information to cover the above tasks;
- the detailed description of the human resources (number of people, type of qualification) involved in conducting of all Campaign's tasks.

7.2. Commencement Date and Period of Execution

This assignment shall commence in December 2014 and will be fulfilled for the period of nine (9) consecutive months starting upon the contract signature date (as specified by the Tentative Workplan herein below).

7.3 Equipment and Materials

Relevant Equipment and materials required for performance of the assignment shall be provided by the Contractor.

7.3. Transportation

The Contractor shall cover all transportation, accommodation and subsistence costs related to performance of aforesaid assignment.

8. Requirements

8.1 Company Competence:

- 5 years of experience on Ukrainian advertising market;
- experience in conducting of the public awareness/media campaigns, preferably all-Ukrainian (commercial and social);
- experience in conducting of the social/BTL events;
- availability of appropriate resources (material, time, human, informational) in order to implement the

all tasks of the awareness campaign (item 6.3);

- knowledge of the specifics of the Ukrainian regions would be an asset;
- experience in cooperation with the international companies/organizations would be an asset.

8.2 Qualification of Experts

8.2.1 Team Leader

Requirements:

- education: University Degree in Economics Sciences (Communication, Advertising, Marketing, Management, etc.);
- 5 years of managerial experience;
- experience in conducting of the public awareness/advertising campaigns;
- experience in conducting of the social / BTL events;
- language skills: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.

8.2.2 Expert responsible for conducting of social/public events on EEL

Requirements:

- education: University Degree in Economics/Social Sciences (Communications, Advertising, Marketing, Management, Psychology, Pedagogy, etc.);
- 5 years of experience in conducting of the social / BTL events;
- experience in conducting of the public awareness/advertising campaigns;
- language skills: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.

8.2.3 Expert responsible for distribution of printed materials and free/promotional gifts

Requirements:

- education: University Degree in Economics/ Social/Technical Sciences (Design, Communications and Advertising, Marketing, Philology, Commodity Science, Book Science, etc.);
- 5 years of experience in the development and distribution of the printed materials and free/promotional gifts, conducting of the BTL events;
- experience in conducting of the public awareness/advertising campaigns;
- language skills: fluent Ukrainian, Russian; intermediate/advanced level of English would be an asset.

9. Management Arrangements

The Contractor will be responsible for managing the process of the task implementation, its human resources, logistics and expenditures related to the tasks in terms of time and adequacy in close consultations with the UNDP.

In order to implement the Campaign, the Contracting Agency shall operate through their duly Authorized Representative (Team Leader) who shall closely cooperate with Manager and members of Ukraine's UNDP Project.

Any communication product shall be preliminary agreed with UNDP Ukraine to ensure its compliance with UNDP Ukraine Communication Strategy and corporate UNDP Visibility Guidelines.

Work-progress reporting/monitoring meeting will be held with the Contractor on a monthly basis (and/or upon request of UNDP). UNDP will be the final authority to control the quality and evaluate the work.

10. Reports

10.1 Reporting requirements

The Contractor shall submit the mid-term reports and final Report for 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')' in Ukrainian/Russian, supplemented by an abstract in English. Mid-term and Final Reports shall include all results in full compliance with the Terms of Reference and in accordance with the Work Plan. It is imperative to include into the foregoing reports the following: charts, quantitative and qualitative comments for the works carried out, as well as to update thereof and make changes thereto if necessary. The information (results) must be relevant, reliable, appropriate and objective. Final Report and Summary Report shall be executed in a manner that would require no further editing.

10.2 Use of Reports/Documents

No report or document should be published or distributed to third parties without approval of the UNDP.

Tentative Work Plan

#	Activity	Time –schedule (December 2014 – August 2015)
1.	To improve the methodology and organization plan of the Campaign's conducting.	1 st week
2.	To prepare and submit the report on the activity 1.	1 st week
3.	To develop the concept/creative ideas and scenario of public events on EEL to be conducted in the towns populated by less than 200,000 people.	2 nd - 5 th weeks
4.	To prepare and submit the report on the activity 3.	2 nd /3 th /5 th weeks
5.	To produce the curved pop-up stands with case tribunes – 4 pcs.	2 nd – 6 th weeks
6.	To prepare and submit the report on the activity 5.	2 nd /5 th /6 th weeks
7.	To conduct the public events on EEL in the 20 towns populated by less than 200,000 people within 24 regions of Ukraine.	7 th – 34 th weeks
8.	To prepare and submit the report on the activity 7.	7 th /8 th /10 th /12 th /14 th /16 th /18 th /20 th /22 nd /24 th /26 th /28 th /30 th /32 nd /34 th weeks
9.	To distribute the 150,000 'Hat and Scarf' sets and 250,000 magnets by the costumed animators in the 20 winter recreational tourism areas of Ukraine (Lviv oblast, Uzhgorod oblast, Ivano -Frankivsk oblast, Poltava oblast).	7 th -14 th weeks
10.	To prepare and submit the report on the activity 9.	9 th /11 th /13 th /14 th weeks
11.	To distribute 500,000 fans and 250,000 magnets by the costumed animators in the 50 summer recreational	25 th – 35 th weeks

	tourism areas of Ukraine (Zaporozhye oblast, Donetsk oblast, Odessa oblast, Mykolaiv oblast, Kherson oblast, Poltava oblast).	
12.	To prepare and submit the report on the activity 11.	25 th /27 th /29 th /31 st /33 th /35 th weeks
13.	To finalize the Results.	35 th week
14.	To discuss the Report.	36 th week
15.	To submit the Report at the meeting of UN Joint Team - Transforming the Market for Efficient Lighting.	36 th week

The Tentative Work Plan provided hereinabove may be amended upon Contractor's suggestions and/or mutual discussion of UNDP and the Contractor and solely upon a written consent there for issued by the UNDP. Any unauthorized breach of terms and conditions of the agreed plan may lead to termination of the contract.

10.3 Proposed Payment Schedule

The payment to the Contractor will be made in five (5) installments according to the proposed payment schedule (table 10.1).

Table 10.1 - Proposed payment schedule

No	Advance payment for the implementation of services	%	Payment upon services' implementation	%
1.	1.1. To produce the curved pop-up stands with case tribunes. 1.2. To conduct the social events on EE lighting in the 20 towns populated by less than 200,000 people.	Up to 20%	1.3. Report on the finalized and approved methodology and work plan of 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')'.	20%
2.			2.1. Developed concept/creative ideas and scenario of social events on EE lighting. 2.2. Produced curved pop-up stands with case tribunes.	10%
3.			3.1. Distributed 'Hat and Scarf' sets and magnets by the costumed animators in the 20 winter recreational tourism areas of Ukraine (Lviv oblast, Uzhgorod oblast, Ivano - Frankivsk oblast, Poltava oblast).	20%
4.			4.1. Conducted social events on EE lighting in the 10 towns populated by less than 200,000 people.	20%
5.			5.1. Distributed fans and magnets by the costumed animators in the 50 summer recreational tourism areas of Ukraine (Zaporozhye oblast, Donetsk oblast, Odessa, Mykolaiv oblast). 5.2. Conducted social events on EE lighting in the 10 towns populated by less than 200,000 people.	10%

			5.3. Submission and approval of the Report on 'All Ukrainian Public Awareness Campaign on Energy Efficient Lighting (part 2 'Social and BTL Events')' and its presentation at the validation workshop.	
--	--	--	--	--

11. Evaluation

Evaluation criteria

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submission that passed the minimum technical score of 70% (or 350 points) of the obtainable score of 500 points in the evaluation of the technical proposals.

In the First Stage, the technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference and as per below Evaluation Criteria.

In the Second Stage, the price proposal of all offerors, who have attained minimum 70% score in the technical evaluation, will be reviewed.

Overall evaluation will be completed in accordance with cumulative analysis scheme, under which the technical and financial aspects will have pre-assigned weights on 70% and 30% of the overall score respectively. The lowest cost financial proposal (out of technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for financial part (i.e. 300). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 300 points x lowest price / quoted price.

The winning proposal will be the one with the highest number of points after the points obtained in both technical and financial evaluations, respectively, are added up. The contract will be devoted to the bidder that submitted the winning proposal.

11. Evaluation matrix

The bidder's Technical proposal will be assessed according to the developed evaluation matrix (table 11.1).

Technical criteria:

Summary of Technical Proposal Evaluation Form	Score Weight	Max Points obtainable
Expertise of Firm/Organization	26%	130
Proposed Methodology, Approach and Implementation Plan	44%	220
Management Structure and Key Personnel	30%	150
Total	100%	500

Table 11.1 – Developed evaluation matrix

Line #	Line description	Max pts obtainable
FORM 1: Expertise of Organization		
1.1	<p>Reputation and reliability (financial stability/reference letters/list of clients/company rating):</p> <p>1.1.1) financial stability: A) - yearly turnover less than 150 000 \$: 0-3; - yearly turnover from 150 000 to 250 000 \$: 4-6; - yearly turnover more than 250 000 \$: 7-10. B) - quick ratio less than 0.6 : 0-3; - quick ratio from 0.6 to 1: 4-6; - quick ratio more than 1:7-10.</p> <p>1.1.2) reference letters from at least 3 clients/partners: - from 3 clients/partners: 5; - from more than 3 clients/partners: 10; the more references, the higher the points.</p> <p>1.1.3) company rating: - company does not hold membership of any professional associations: 0; - company holds membership of any professional associations: 10.</p> <p>1.1.4) references in the media: - there are no references in media related to the company: 0; - there are references in media related to the company: max 6 pts; the more relevant and widespread references the higher the points.</p>	46
1.2	<p>Relevance of:</p> <p>1.2.1) experience on Ukrainian advertising market(5 years): - 5 years: 5 - more than 5 years: 6-10, 1 additional point for every year >5, 10 points for more than 10 years.</p> <p>1.2.2) experience in conducting of the public awareness/media campaigns for the last 5 years, preferably all Ukrainian(commercial and social): - from 1 to 5 campaigns: 1 - 5; - from 5 to 10campaigns: 6-10; - more than 10 campaigns: 11 – 15.</p> <p>1.2.3) experience in conducting of the social/BTL events: - from 1 to 5 campaigns: 1 - 5; - from 5 to 10campaigns: 6-10; - more than 10 campaigns: 11 – 15.</p> <p>1.2.4) knowledge of the specifics of the Ukrainian regions Experience in: - less than 10 regions: 0 - 2;</p>	60

	<ul style="list-style-type: none"> - from 10 to 20 regions: 3 – 6; - from 21 to 24 regions: 7-10; <p>1.2.5) experience in cooperation with the international companies/organizations:</p> <ul style="list-style-type: none"> - less than 3 companies/organizations: 0 - 3; - more than 3 companies/organizations: 4 – 10. 	
1.3.	<p>Products/services production capacity:</p> <p>availability of the required equipment or/and arrangement envisaged for production of the pop up stands and conducting of the social and BTL events (3 types) including outsourcing and/or consortia arrangements:</p> <ul style="list-style-type: none"> - not in-house production facilities and long-term contractual arrangements with production facilities: 0; - 2 score/point per 1 out of 3 past long-term contractual arrangements with production facilities; - 5 scores/points per 1 out of 3 current long-term contractual arrangements with production facilities; - 8 scores/points per 1 out of 3 in-house production facilities. 	24
Total for FORM 1		130
FORM 2: Proposed Methodology		
2.1	<p>Availability of the appropriately proposed methodology (tools/schemes/logistics) according to the implementation of the following tasks:</p> <ul style="list-style-type: none"> - <i>To develop the concept/creative ideas and scenario of the social/public events on EEL. To conduct the events on EEL in the 20 towns populated by less than 200,000 people:</i> <p>(the methodology is not proposed: 0 the proposed methodology does not fully comply with the tasks' requirements (see the TOR), is not detailed and/or does not cover important aspects and /or expected results: 1-15; the proposed methodology mostly or fully complies with the tasks' requirements (see the TOR), is clear and well-presented, covers the important aspects and corresponds to expected results: 16-30).</p> <ul style="list-style-type: none"> - <i>To distribute the free/promotional gifts by the costumed animators in the 50 summer and 20 winter recreational tourism areas of Ukraine (cities/regional centers/towns/ villages):</i> <p>(the methodology is not proposed: 0 the proposed methodology does not fully comply with the tasks' requirements (see the TOR), is not detailed and/or does not cover important aspects and /or expected results : 1-15 the proposed methodology mostly or fully complies with the tasks' requirements (see the TOR), is clear and well-presented, covers the important aspects and corresponds to expected results: 16-30).</p>	60
2.2	<p>Availability of resource planning and description, allocation of resources (material, time, human, informational (4 types)) for the implementation of the 3 Campaign's tasks (pop-up stand production, conducting of the social events, free/promotional gifts' distribution):</p> <ul style="list-style-type: none"> - not proposed resource planning, description and allocation: 0; - detailed resource planning and description takes into account all 3 tasks and required areas (material, time, human, informational) (the less types of tasks and resource covered, the less scores/points): 1-33; - Detailed resource allocation takes into account all 3 tasks and required areas (material, 	65

	time, human, informational) (the less types of tasks and resource covered, the less scores/points): 1-32.	
2.3	<p>Availability of the appropriately proposed schedule, tools ("round tables", surveys, case studies, photos/videos, communications, reporting, etc) and written report forms (tables, matrixes, etc) of concurrent and postaction control of all tasks' implementation according to the developed tentative workplan in the TOR:</p> <ul style="list-style-type: none"> - not proposed schedule, tools and written report forms of control: 0; - proposed schedule of concurrent and postaction control: 5-10; - proposed tools of concurrent and postaction control: 5-10; - proposed written report forms of concurrent and postaction control: 5-10; - taking into account all tasks (the less amount of tasks, the less scores/points): 1-10; - taking into account the developed tentative workplan in the TOR within each task: 1-10). 	50
2.4	<p>3.4.1. Applying technical quality assurance review mechanisms:</p> <ul style="list-style-type: none"> - not applying: 0, - applying developed in-house standards/mechanisms: 7, - applying international standards/mechanisms (TQM, standards ISO 9000 and others): 10). <p>3.4.2. Availability of the appropriately proposed risk, anticorruption and conflict management tools/strategies within current Campaign/Project:</p> <ul style="list-style-type: none"> - not proposed any tools/strategies: 0; - availability of proposed risk management tools/strategies, comprehensive approach: 5-25; - availability of proposed anticorruption management tools/strategies, comprehensive approach: 0 – 5; - availability of proposed conflict management tools/strategies, comprehensive approach: 0-5). 	45
Total for FORM 2		220
FORM 3: Proposed Project team		
3.1	Team Leader	
3.1.1	<p>Relevance and level of educational background (University Degree in Economics Sciences (Communications, Advertising, Marketing, Management, etc.)):</p> <ul style="list-style-type: none"> - University Bachelor/ Master/Specialist/PhD Degree not in Economics Sciences: 0; - University Bachelor Degree in Economics Sciences: 5; - University Master/Specialist Degree in Economics Sciences: 10; - PhD Degree in Economics Sciences: 15). 	15
	<p>Knowledge of languages (writing, reading, speaking, understanding):</p> <ul style="list-style-type: none"> - fluent Ukrainian and Russian: 5; - fluent Ukrainian/Russian and intermediate/advanced level of English – 10. 	10
3.1.2	<p>Managerial experience (5 years):</p> <ul style="list-style-type: none"> - at least 5 years: 5; - more than 5 years: 6-15. 	15
3.1.3	<p>Experience in:</p> <ul style="list-style-type: none"> - conducting of the public awareness/advertising campaigns: (less than 10 campaigns: 0-9; more than 10 campaigns: 10 – 20); - conducting of the social/BTL events: (less than 10 campaigns: 0-9; more than 10 campaigns: 10 – 20). 	40
3.2	Experts	

3.2.1	Expert responsible for conducting of social events on EEL	
	Relevancy and level of educational background (University Degree in Economics/Social Sciences (Communications, Advertising, Marketing, Management, Psychology, Pedagogy, etc .)): <ul style="list-style-type: none"> - University Bachelor/Master/ Specialist/PhD Degree not in Economics/Social Sciences: 0; - University Bachelor Degree in Economics/Social Sciences: 2; - University Master/Specialist Degree in Economics/Social Sciences: 7; - PhD Degree in Economics/Social Sciences: 10). 	10
	Knowledge of languages (writing, reading, speaking, understanding): <ul style="list-style-type: none"> - fluent Ukrainian and Russian: 3; - fluent Ukrainian/Russian and intermediate/advanced level of English – 5. 	5
	Experience in an appropriate field/sector (5 years): <ul style="list-style-type: none"> - conducting of the social/BTL events: (less than 10 campaigns: 0-3; more than 10 campaigns: 4–5); (at least 5 years: 2; more than 5 years: 3-5); - conducting of the public awareness/advertising campaigns: (less than 10 campaigns: 0-3; more than 10 campaigns: 4 – 5); (at least 5 years: 2; more than 5 years: 3-5). 	20
3.2.2	Expert responsible for distribution of printed materials and free/promotional gifts	
	Relevancy and level of educational background (University Degree in Economics/ Social/Technical Sciences (Design, Communications and Advertising, Marketing, Philology, Commodity Science, Book Science, etc.)): <ul style="list-style-type: none"> - University Bachelor/Master/Specialist/PhD Degree not in Economics/ Social/Technical Sciences: 0; - University Bachelor Degree in Economics/ Social/Technical Sciences: 2; - University Master/Specialist Degree in Economics/ Social/Technical Sciences: 7; - PhD Degree in Economics/ Social/Technical Sciences: 10). 	10
	Knowledge of languages (writing, reading, speaking, understanding): <ul style="list-style-type: none"> - fluent Ukrainian and Russian: 3; - fluent Ukrainian/Russian and intermediate/advanced level of English – 5. 	5
	Experience in an appropriate field/sector (5 years): <ul style="list-style-type: none"> -development and distribution of the printed materials and free/promotional gifts, conducting BTL events; (at least 5 years: 5; more than 5 years: 6-10); - conducting of the public awareness/advertising campaigns: (less than 10 campaigns: 0-3; more than 10 campaigns: 4 – 5); (at least 5 years: 2; more than 5 years: 3-5). 	20
	Total for FORM 3	150
	Total	500

Annex 4

Model Contract for Professional Consulting Services

between UNDP and a Company or other entity⁵

Date _____

Dear Sir/Madam,

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

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

1. Contract Documents

- 1.1 This Contract is subject to the UNDP General Conditions for Professional Services attached hereto as Annex I. The provisions of such Annex shall control the interpretation of this Contract and in no way shall be deemed to have been derogated by the contents of this letter and any other Annexes, unless otherwise expressly stated under section 4 of this letter, entitled "Special Conditions".
- 1.2 The Contractor and UNDP also agree to be bound by the provisions contained in the following documents, which shall take precedence over one another in case of conflict in the following order:
- a) this letter;
 - b) the Terms of Reference [ref.dated.....], attached hereto as Annex II;
 - c) the Contractor's technical proposal [ref....., dated], as clarified by the agreed minutes of the negotiation meeting⁶[dated.....], both documents not attached hereto but known to and in the possession of both parties.
- 1.3 All the above shall form the Contract between the Contractor and UNDP, superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.

2. Obligations of the Contractor

- 2.1 The Contractor shall perform and complete the Services described in Annex II with due diligence and efficiency and in accordance with the Contract.
- 2.2 The Contractor shall provide the services of the following key personnel:
- | Name | Specialization | Nationality | Period of service |
|------|----------------|-------------|-------------------|
| | | | |
- 2.3 Any changes in the above key personnel shall require prior written approval of _____ **[NAME and TITLE], UNDP.**

⁵This model contract is intended for services (studies, consultancies by firms, etc) to be obtained from companies as well as from NGOs, Universities, etc. It is not to be used for procuring goods or works. Any substantial deviations to the text should be made in consultation with BOM.

⁶ If there are updates to the technical proposal or correspondence exchanged in clarification of certain aspects, reference them too, provided that they are fully acceptable to UNDP. Otherwise, aspects which resolution is pending should be dealt with in this letter itself or in the Terms of Reference, as appropriate.

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

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

[LIST DELIVERABLES]

[INDICATE DELIVERY DATES]

e.g.

Progress report

../../....

Final report

../../....

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

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

OPTION 1 (FIXED PRICE)

3. Price and Payment⁷

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

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

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

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

MILESTONE⁸

AMOUNT

TARGET DATE

Upon.....

.....

../../....

Invoices shall indicate the milestones achieved and corresponding amount payable.

OPTION 2 (COST REIMBURSEMENT)

⁷ This version of section 3 is to be used for fixed price contracts. Fixed price contracts should normally be used when it is possible to estimate with reasonable accuracy the costs of the activities which are the subject of the Contract.

⁸ If an advance payment is granted, define the first milestone as "upon signature of the contract by both parties". Please note that advance payments should be granted only in exceptional cases, and that they must comply with UNDP policies and procedures.

3. Price and payment⁹

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

OR

- 3.5. The Contractor shall submit an invoice for _____ **[INSERT AMOUNT AND CURRENCY OF THE ADVANCE PAYMENT IN FIGURES & WORDS]** upon signature of this Contract by both parties and invoices for the work done every _____ **[INSERT PERIOD OF TIME OR MILESTONES]**.¹⁰
- 3.6 Progress and final payments shall be effected by UNDP to the Contractor after acceptance of the invoices submitted by the Contractor to the address specified in 9.1 below, together with whatever supporting documentation of the actual costs incurred is required in the Breakdown of Costs or may be required by UNDP. Such payments shall be subject to any specific conditions for reimbursement contained in the Breakdown of Costs.

4. Special conditions¹¹

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

4.1.1. Security

The Contractor shall:

- (a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
- (b) assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.

⁹ This version of section 3 is to be used for cost reimbursement contracts. Normally, cost reimbursement contracts should be used when it is not possible to estimate with reasonable accuracy the total costs of the activities which are the subject of the Contract.

¹⁰ This clause should be used if an advance payment is granted. Please note that advance payments should be granted only in exceptional cases, and that they must comply with UNDP policies and procedures. Any advance which represents 30% or more of the proposed total contract value must be cleared by the Office of Finance and Administration prior to contract signature, with the exception of contracts below \$50,000.

¹¹ Under this Section, you may propose special clauses in order to adapt the model contract to the specific situation. In this sample clause 4, several clauses of common use are given. If they are not required, they should be deleted. If there are no special conditions, please choose the alternative version of 4 in order to conform to clause 1.1.

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

4.2 Audits and Investigations

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

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

4.3 Anti-terrorism

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

- 4.4 The advance payment to be made upon signature of the contract by both parties is contingent upon receipt and acceptance by UNDP of a bank guarantee for the full amount of the advance payment issued by a Bank and in a form acceptable to UNDP.¹²
- 4.5 The amounts of the payments referred to under section 3.6 above shall be subject to a deduction of _____ **[INSERT PERCENTAGE THAT THE ADVANCE REPRESENTS OVER THE TOTAL PRICE OF THE CONTRACT]** % (... percent) of the amount accepted for payment until the cumulative amount of the deductions so effected shall equal the amount of the advance payment.¹³
- 4.6 Owing to [.....], Article(s) [.....] of the General Conditions in Annex I shall be amended to read/be deleted.¹⁴

¹²This clause must be used when an advance payment of \$50,000 or more is granted to the Consultant and may be used for payments under \$50,000 when appropriate. Please note that advance payments should be exceptional, whatever their amount and must comply with UNDP Financial Regulations and Rules.

¹³ This clause must be used when an advance payment is granted (whatever the amount) in a cost reimbursement contract. A payment upon signature is considered an advance payment.

¹⁴ This is a sample clause for the rare cases where there is a conflict with a provision of the General Conditions which does not involve privileges and immunities, arbitration or some other fundamental aspects of the UNDP legal status. All such changes to the General Conditions shall require consultation with OLPS/BOM.

5. Submission of invoices

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

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

6. Time and manner of payment

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

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

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

7. Entry into force. Time limits.

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

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

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

8. Modifications

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

9. Notifications

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

For the UNDP:

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

For the Contractor:

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

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

Yours sincerely,

[INSERT NAME AND TITLE]

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