



## REQUEST FOR PROPOSAL (RFP)

All interested	DATE: December 2, 2019
	REFERENCE:589-2019-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **“Company for the development of marketing strategy and territory brand for Donetsk oblast”**.

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) Monday, December 16, 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: **“589-2019-UNDP-UKR-RFP-RPP”** and **“Company for the development of marketing strategy and territory brand for Donetsk oblast.”**

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,

*Sukhrob Kakharov*

*Mr. Sukhrob Kakharov,  
Operations Manager*

*UNDP Ukraine  
December 2, 2019*

## Description of Requirements

Project name:	"Recovery and Peacebuilding Program"
Brief Description of the Required Services	UNDP is looking for a Company to develop a marketing strategy and territory brand for Donetsk Oblast, based on participatory and inclusive principles
The overall objective	<p>The goal of this Project is to provide local authorities from Donetsk Oblast in amalgamated communities all the necessary disaggregated data, analyses and tools they need to attract investors in local economic development.</p> <p>The main objective of this assignment is to develop a marketing strategy and create a unique brand image for Donetsk Oblast that will contribute to attracting Ukrainian and international investors to the region as potential business partners.</p>
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	January 2020
Target completion date	July 2020
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
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 30 days <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 9th of December 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>589-2019-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) – 15% 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) – 35% 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	<p>Programme Coordinator, Local Governance and Decentralization Reform, RPP</p>
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
	<input type="checkbox"/> Lowest Price Quote among technically responsive offers

Criteria for Contract Award	<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	<b>Technical Proposal (70%)</b> <input checked="" type="checkbox"/> Experience of the company/organization submitting the proposal 30% <input checked="" type="checkbox"/> Proposed work plan, methodology and approach 44% <input checked="" type="checkbox"/> Personnel and invited experts/consultants 26% <b>Financial Proposal (30%)</b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Contractor <input type="checkbox"/> One or more Contractors, 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: <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> <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) <sup>1</sup>	<i>Procurement Unit</i> <i>UNDP Ukraine</i> <i>procurement.ua@undp.org</i> 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.

<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.

Documents to be submitted in proposal	<ul style="list-style-type: none"> <li>☒ Dully filled in and Signed Form for Submission of Proposal (Annex 2);</li> <li>☒ 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;</li> <li>☒ Copies of other licenses or certificates (if any);</li> <li>☒ Financial statements (Copies of income/balance statements for last 2 years or Audited statements);</li> <li>☒ A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and competitive advantages of the applicant company;</li> <li>☒ A work plan with the proposed work schedule indicating the persons responsible for each area of activity;</li> <li>☒ A brief description of the methodology for completing the task, with an indicative approach for each stage;</li> <li>☒ Personal CVs of the Project Team, including information about past experience in similar projects / assignments;</li> <li>☒ At least 2 recommendations for similar projects (marketing strategies, brand books of the territories etc.) from previous clients.;</li> <li>☒ <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></li> </ul>
Other Information Related to the RFP	<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 five marketing strategies developed and at least 2 examples of brand books for territories developed);</li> <li>3. Presentation of at least 2 positive recommendations from previous customers in services similar to the subject of the tender.</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>

## 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 589-2019-UNDP-UKR-RFP-RPP dated 12/2/2019, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

#### A. Qualifications of the Service Provider

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	
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

<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



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, contract 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 3 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><i>Nº</i></b>	<b><i>Activity/Costs</i></b>	<b><i>Unit</i></b>	<b><i>Number</i></b>	<b><i>Cost per unit, currency</i></b>	<b><i>Amount, currency excl. VAT</i></b>
<b>1</b>	<b>Personnel</b>				
1.1	Team Leader	7 months of work	1		
1.2	Key experts (sociologists)	up to 7 months of work	1		
1.3	Key expert (marketer)	up to 7 months of work	1		
1.4	Key experts (designers)	up to 7 months of work	1		
1.5	...				
<b>2</b>	<b>Administration Costs (if necessary)</b>				
2.1	Organization the functioning of the Working Group	event	5		
2.2	Conducting research	research	1		
2.3	Communication (Internet/Phone/etc.)				
2.4	Other (if any - to define clearly activities/costs)				
<b>2.5.</b>	...				
<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	1		
4.2	Development of marketing Strategy	Pieces	1		
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.) "200000000000".

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 заполняется 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

<b>Title of the Programme:</b>	UN Recovery and Peacebuilding Programme, Component II “Local Governance and Decentralization Reform in Ukraine”
<b>Description of the assignment:</b>	Company for the development of marketing strategy and territory brand for Donetsk oblast
<b>Place of implementation:</b>	Donetsk oblast, Ukraine
<b>Direct Manager:</b>	Social-Economic Development Specialist under the Component II “Local Governance and Decentralization Reform in Ukraine” of the UN Programme for Recovery and Peacebuilding
<b>Second-Level Manager:</b>	Programme Coordinator (Component II “Local Governance and Decentralization Reform in Ukraine”)
<b>Start date of the Contract:</b>	December 2019 – January 2020
<b>Duration of the Contract:</b>	28 weeks

#### 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, the World Bank and the European Union conducted a Recovery and Peacebuilding Assessment, which was endorsed by the Cabinet of Ministers in mid-2015.

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 and established partnerships and started in 2015 through the United Nations Recovery and Peacebuilding Programme or UNRPP. The UNRPP is a multi-donor funded framework programme formulated and led by the United Nations Development Programme (UNDP) in collaboration with the government of Ukraine and in cooperation with partnering UN agencies (UN Women, FAO, and UNFPA).

The UNRPP 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. The RPP involves three pillars for action: 1) restoration of infrastructure and economic recovery; 2) support to local governance and related capacity building; and 3) social resilience and peacebuilding. 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).

As an area-based programme specifically developed for the conflict-affected areas of eastern Ukraine, the RPP addresses the key stabilization, peacebuilding, economic and governance priority needs in eastern

Ukraine following the start of the conflict. 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. 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 (CSSC).

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. With the current project, it is a unifying interventions framework for 10 projects funded by 11 international partners and is worth about \$80 million (2019-2022).

In October 2018, four UN agencies (UNDP, UN Women, FAO and the UNFPA) 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 the 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 endeavour 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 providing assistance for 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 coordination of actions to cope with emergencies arising from the conflict zone.
5. To support the implementation of the European Investment Bank's Early Recovery Programme.

During the implementation of the decentralisation reform, representatives of local communities in Donetsk Oblast have increased their awareness of the importance of positioning their territory and creating a unique brand for it. The marketing strategy and branding image of Donetsk Oblast to be developed will enhance the ability of the target internal and external audience (international and Ukrainian investors, business representatives, potential partners, tourists, regional economic entities, population of the region, including youth, as a special socio-demographic group) to create a positive image of the region, promoting its nature and cultural heritage, emphasizing the economy's reorientation, the development of the region's social life, the spirit of the population, the change in civic consciousness, and the pursuit of development.

The Project requires a Company (hereinafter, Contractor) to develop a marketing strategy and territory brand for Donetsk Oblast, based on participatory and inclusive principles.

## **II. Main Goals and Objectives**

The goal of this Project is to provide local authorities from Donetsk Oblast in amalgamated communities all the necessary disaggregated data, analyses and tools they need to attract investors in local economic development.

The main objective of this assignment is to develop a marketing strategy and create a unique brand image for Donetsk Oblast that will contribute to attracting Ukrainian and international investors to the region as potential business partners.

### III. Scope of Work and Expected Outcomes

The Contractor will be responsible for the following two main tasks:

- Developing a marketing strategy for Donetsk Oblast to attract Ukrainian and foreign investors to the region;
- Creating a brand book for Donetsk Oblast.

The steps for achieving the expected outcomes are as follows:

#### The objectives of Stage 1. Preparatory work:

- Develop and agree with UNDP and Donetsk Regional State Administration the work plan and detailed methodology of the project, including specific tasks for the implementation of activities (e.g. draft questionnaires);
- Initiate the creation of the regional working group on the development of a marketing strategy and territory brand. The Donetsk Regional State Administration Chairman will issue a directive to coordinate the actions of UNDP, Donetsk Regional State Administration, the Contractor, and other stakeholders on all issues related to the development and implementation of the Project;
- Assist in designation of regional coordinators among the representatives of local administrations together with the Investment and Innovative Department of Donetsk Regional State Administration;
- Assess possibilities and conditions for the oblast's branding, and describe the initial idea;
- Prepare an initial report and secure its approval by UNDP.

#### The objectives of Stage 2. Marketing research

- Conduct marketing research based on the following actions:

<b>Actions</b>	<b>Number of units</b>
Survey through online-questionnaire (respondents).	1,000
Offline questionnaire (respondents)	100
Individual office express interview – 20 minutes (at the respondent's office) (two interviews per raion)	28
Strategic session with region public representatives	1
Strategic session with region business representatives	1
Strategic session with administration representatives	1
Focus group (8 to 12 respondents) – 120 minutes (Interregional research)	3
Focus group (8 to 12 respondents) – 120 minutes (external research – participants – representatives of EU countries and Eastern Partnership (preliminary list will be provided by UNDP)	3
Research at the regional level	1
Research at the interregional level	1
Research at the international level, including EU countries and Eastern Partnership	1

Report preparation	1
Expert research and imitation	1
Region image analysis based on surveys and monitoring performed	1
Attraction factors analysis	1
Competitive analysis	1
Development of conclusions and recommendations (at least 20 A4 pages, 14 Arial font, regular line spacing)	1
Presentation of research findings during the working group session.	1

- Prepare a first interim report, including the results of the above marketing research, and have it approved by UNDP.

**The objectives of Stage 3. Region brand-oriented analysis and development of the platform and strategic brand core**

- Carrying out a brand-oriented analysis in the region, including:
  - o the brand's target audience analysis
  - o a SWOT-analysis
  - o a competitive analysis
- Analysing, determining and developing a regional brand core, which contains:
  - o a regional attraction profile
  - o a brand image analysis
  - o an attraction factors analysis
  - o Building up an existing attraction profile
  - o Building up a desired regional attraction profile
- Developing a regional strategic brand core through organizing strategic, working, and expert sessions and testing the components of strategic brand core in target audiences. The strategic brand core includes:
  - o a value system
  - o a mission
  - o a strategic vision
- Choosing a strategic focus for brand development
- Setting the goals for the regional brand development
- Creating a regional brand architecture:
  - o Region sub-brand analysis
  - o Building up a role model of the region sub-brands
- Developing components of the regional brand platform
  - o identifying a brand identity and differentiation factors
  - o building up the regional brand identity system
  - o creating a vision of a new desired regional image
  - o decision-making on brand positioning
  - o developing of 3 variants (if possible) of a graphic brand design

**The objectives of Stage 4. Develop a regional brand communication system and an action programme aimed at the implementation of the region brand concept**

- Develop the components of the region brand communication system:
  - o creating a set of the brand communication tools
  - o updating the idea of a brand legend, desired logo, motto, mascot, etc.

- preparing the specifications for the development of the visual communication concept of the region brand
- developing a practical concept for brand visual communications
- Develop an action plan to implement the regional brand concept by:
  - defining the vectors of the region brand development
  - developing a package of priority practical initiatives and projects
  - preparing a plan for the region brand visualization in public
- Prepare a second interim report, including a description of the objectives of Stage 3-4, and have it approved by UNDP

#### **The objectives of Stage 5. Brand testing**

- Review for compliance with the expectations of Donetsk State Oblast Administration
- Review for compliance with the developed brand concept
- Collect and analyse comments and recommendations from UNDP and Donetsk State Oblast Administration
- Carry out tasks for the follow-up revision

#### **The objectives of Stage 6. Preparation of final texts of the region marketing strategy and brand book:**

- Performing an analysis and adjustments of the region marketing strategy and brand book
- Developing the draft of the brand book
- Developing the draft of the region marketing strategy
- Preparing and providing UNDP with a third interim report, containing a description of the implementation of Stages 5-6.

#### **The objectives of Stage 7. Finalizing the results and submitting the final report, which will include:**

- Providing UNDP with a final version of the marketing strategy for Donetsk Oblast, containing an analysis of the territory research and some proposals for strategic lines of brand development, including specific marketing and community activities (at least 80 pages, A4 format, WORD, size 14, and PDF)
- Providing UNDP with the final version of the brand book\* (at least 40 A4 pages, 14 Arial font, regular line spacing), which will include the following main sections: Positioning, Logo (its philosophy, symbolism, indicators, and special aspects of use), Corporate colours and fonts, Corporate look (concept and rules for using brand visual components), Navigation (street signs, nameplates, and informational signage), Souvenirs (badges, magnets, cups, t-shirts, and caps), and Representative products (note pads, pens, folders, letterheads, business cards, and brand wall).
- \*Additional brand elements (region map, transport design, etc.) could also be developed.
- Preparing a final report containing a full description of the project's implementation.

### **IV. EXPECTED OUTPUTS OF THE PROJECT**

#### **Outputs of Stage 1 (duration – 3 weeks from the beginning of the contract):**

- The work plan and detailed methodology of the project are agreed with UNDP and Donetsk Regional State Administration.
- The proposals of the Donetsk Regional State Administration on creating a regional working group on the development of a marketing strategy and territory brand for Donetsk Oblast and designating the regional coordinators are prepared.
- An assessment of possibilities and conditions for the region's branding, and an initial concept (WORD, size 12, up to 10 pages, A4 format, in Ukrainian) are developed and submitted to UNDP.
- The initial report is submitted and approved by UNDP.

#### **Outputs of Stage 2 (duration – 14 weeks from the beginning of the contract):**

- The marketing research is performed.
- The results of the analysis and research are documented and submitted to UNDP.
- The first interim report, containing a description of the outcomes of Stage 2, is prepared and approved by UNDP.

**Outputs of Stage 3 (duration – 18 weeks from the beginning of the contract):**

- The region brand-oriented analysis is performed.
- The region brand platform is developed.
- The region strategic brand core is developed.
- The components of the region brand platform are developed.
- The final documents are agreed with the working group and UNDP.

**Outputs of Stage 4 (duration – 21 weeks from the beginning of the contract):**

- The components of the region brand communication system are developed.
- An action programme aimed at the implementation of the region brand concept is developed.
- The second interim report, containing a description of the outcomes of Stages 3 and 4, is prepared and approved by UNDP.

**Outputs of Stage 5 (duration – 25 weeks from the beginning of the contract):**

- Brand testing is performed.

**Outputs of Stage 6 (duration – 27 weeks from the beginning of the contract):**

- The final version of the brand book of Donetsk Oblast is developed and agreed with the working group.
- The final version of the region marketing strategy is developed and agreed with the working group.
- Discussion of, analysis and revision of the region marketing strategy and brand book are performed.

**Outputs of Stage 7 (duration – 28 weeks from the beginning of the contract):**

- The final version of the marketing strategy of Donetsk Oblast, containing the territory research analysis and proposals for strategic lines of the brand development, including specific marketing and community activities (at least 80 pages, A4 format, WORD, size 14, and PDF in electronic form), is submitted to UNDP.
- The final version of the brand book\* is submitted to UNDP. It will include the following main sections: Positioning, Logo (its philosophy, symbols, indicators, and special aspects of use), Identifying colours and fonts, Corporate look (concept and rules for using the brand visual component), Navigation (street signs, nameplates, and informational signage), Souvenirs (badges, magnets, cups, t-shirts, and caps), and Representative products (note pads, pens, folders, letterheads, business cards, and brand wall).  
\*Additional brand elements (region map, transport design, etc.) could be developed.
- The final report, containing a description of the project outputs, is prepared and approved by UNDP.

**V. DURATION OF WORK**

The duration of the work will be 28 weeks from the beginning of the contract.

**VI. RECOMMENDATIONS AND TASK REQUIREMENTS****General recommendations.**

The Contractor is responsible for ensuring team members are properly insured. It is recommended that UNDP be consulted with on security issues in the region, especially before starting fieldwork.

The cost of organizing and conducting the selected research methods, meetings, , stationery, rent of premises, etc., as well as expenses on technical support for activities or moderated meetings should be included to the budget of the proposal. The Contractor should be aware that it is recommended to use the premises of UN, Donetsk State Oblast Administration and other partners (the list will be discussed at stage 1), for the purposes of the assignment. The proposal should contain a description of these activities so that the Customer understands their parameters and scope.

In order to achieve effective interaction, where possible, the Contractor coordinates the activities with other partners of the UN Recovery and Peacebuilding Programme (the Customer will provide a list and contacts).

Providing references to UNDP, UN Women and EU in products, including presentations materials created under the Contract, is subject to required advance consent.

**Task requirements.**

**Requirements for brand philosophy:** The ability of the target internal and external audience (world community, international and Ukrainian investors, business representatives, potential partners, tourists,

regional economic entities, population of the region, including young people as a special socio-demographic group) to create a positive image of the region, showcasing its nature and cultural heritage, emphasizing the reorientation of the economy, innovations (including digital ones), the development of social life, spirit of the population, a reset of civic consciousness, and the pursuit of development.

**Requirements for symbolic content of the concept:**

- ✓ easy identification with Donetsk oblast;
- ✓ the highest identification with all individuals, memories of older generations and youth;
- ✓ the ability to encourage the region's population to active creative developing;
- ✓ the ability to attract people and motivate them to choose Donetsk Oblast;
- ✓ the ability to attract the attention of the target audiences and inspire their trust;
- ✓ easily understandable by those from different cultures;
- ✓ no use of political or religious themes;
- ✓ may not be an object of interest for third parties;
- ✓ the fundamental concept to be in compliance with the legislation related to intellectual property;
- ✓ in compliance with modern world trends in graphic design;
- ✓ a simple approach to a deep symbolic environment;
- ✓ brevity and restraint, limited number of schematic components;
- ✓ can be recreated in colour, monochrome, and relief performance;
- ✓ uses practical philology and phonetics;
- ✓ slogan, logo, and characters/symbols are adaptable.

The concept should be multidisciplinary and be able to be used in several areas – investment, cultural tourism, and the administrative sphere.

**Requirements for slogan:** concise, clear, should be related to the logo, creating a complete brand image, and generate positive emotions.

**The brand book should include, but not be limited to:**

**Corporate mark is a region logo.**

- Concept (description). A conceptual description of the corporate mark as a main element of the corporate look. The ideology of corporate mark/logo.
- Visual solution of the logo (a valid colour solution of the logo, description of the brand colour of the corporate mark, a valid black and white solution).
- Terms of reproduction of the corporate mark.
- Conditions for increasing/decreasing the corporate mark using a scale grid.
- Rules for creating logo in graphic and digital form. The conditions for combining it with external graphic and text objects:
  - Logo's margins.
  - Valid options for placing external objects.
  - Valid options for combining with other corporate marks.
  - Options of valid colour backgrounds when placing the corporate mark.

**Corporate block – logo and name (possibly slogan)**

- Concept (description). The conceptual description of the corporate block as a main element of corporate look.
- Options for placing the corporate block:
  - Vertical
  - Horizontal
- Options for colour reproduction of corporate block: coloured, black and white.
- Ratio of key elements of the corporate block in different versions of reproduction:
  - Coloured

- Black and white
- Rules for creating the corporate block in graphic and colour form. The conditions for combining with external graphic and text objects:
  - Boundaries of the corporate block area
  - Valid options for placing external objects
  - Options for valid colour backgrounds when placing the corporate block

#### **Corporate colours**

- ✓ Defining a corporate colour
- ✓ Defining additional colours
- ✓ Defining a combination of colours

#### **Corporate fonts**

- ✓ Defining a corporate font
- ✓ Conditions for using a font

#### **Location of the corporate block (or the corporate mark or logo only) on standard documents:**

- ✓ Jobbing products: envelopes, letterhead, corporate folder, business cards, badges, and presentation
- ✓ Internal identification: door plate, internal signage
- ✓ Printing: certificate of honour, certificate of acknowledgment, greeting card, poster, brochure, booklet
- ✓ External advertising, street signs
- ✓ Corporate clothes
- ✓ Souvenirs and presents: note pad, pen, bag, cup, plate, clock, USB sticks, t-shirts, caps, umbrellas, etc. Packaging for products.

#### **Inappropriate use:**

- ✓ Corporate mark
- ✓ Logo
- ✓ Corporate font

#### **Recommendations for the Contractor's team.**

The project team should include at least the following experts (sociologist, marketing manager, and designer, etc.) in addition to the head positions to optimize the execution time of the task.

The project manager should coordinate the overall project implementation and be responsible for the project implementation and communication with UNDP.

All travel and accommodation costs of the Contractor's team should be included to the proposal.

#### **Recommendations for the involvement of stakeholders in the Project.**

When performing the task, the Contractor is obliged to involve all stakeholders in the development of the marketing strategy and region's territory brand, using the potential of all stakeholders to organize and moderate the meetings of working groups.

The Contractor cooperates with Donetsk Regional State Administration and ensures the involvement of the local authorities in the implementation of the project's objectives.

### **VII. REQUIREMENTS FOR MONITORING/REPORTING**

The organization will report within the UN Recovery and Peacebuilding Programme to the Social-Economic Development Specialist under the Component II "Local Governance and Decentralization Reform in Ukraine."

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

The format of the reports must be agreed at the first stage of the contract, but UNDP reserves the right to make further changes and clarifications to the report's format.

All reports and studies are submitted to UNDP in electronic form (\*.docx, \*.xlsx, \*.pptx, \*.pdf formats) on electronic media or in the form of an electronic communication with the final products



attached, which are also accompanied by a paper version of an official letter from the Contractor on transferring these products to UNDP. The documents must be written in Ukrainian.

The Contractor must adhere to the monitoring, evaluation, and control system implemented by UNDP, as well as provide the necessary information, reports, and statistics according to a pre-established schedule *or* as quickly as possible (within an acceptable period of time).

Upon completion of all work, the Contractor submits to UNDP a final report containing a full description of the work performed and the results obtained.

## VIII. EXPERIENCE AND QUALIFICATION REQUIREMENTS

### The company/organization submitting the proposal:

- Must be a legally registered organization (commercial, non-commercial, non-government, public) that has been in the market for over 3 (three) years. Operating experience in the target regions of the programme will be an advantage.
- should have experience in developing at least 5 (five) marketing strategies, territory brands and brand books.
- Overall experience on the market must include at least 2 (two) years of proven experience in developing marketing strategies focused on a key idea that is unique for this territory and that may serve as a recognized brand (at least five marketing strategies developed);
- experience in cooperating with international organizations will be an advantage;
- should have at least 2 (two) positive recommendations from previous customers in services similar to the subject of the tender;
- should present at least 2 examples of brand books for territories it has developed.
- **Project Team Leader**– higher education in marketing, economics, sociology, management or other relevant field; at least 5 (five years) of developing and implementing marketing strategies, brand book development and management; fluency in Ukrainian and Russian; English proficiency (working level).
- **Key Expert Sociologist**– higher education in sociology, psychology, social pedagogy or another relevant field; at least 5 (five years) of experience in organizing and conducting research and activities aimed at supporting marketing activity in different kinds of territories and social mobilization. 3 (three) years of consulting, conducting workshops, training, facilitating activities for the representatives of local, regional authorities, local government bodies, and other stakeholders; fluency in Ukrainian and Russian.
- **Key Expert Marketing manager**– higher education in marketing, economics, social psychology or another relevant field; 3 (three) years of experience in developing and implementing marketing strategies for a territory or company; adjusting and implementing a marketing plan; conducting a SWOT-analysis; data processing of market research; developing a concept for positioning territories, products or services; developing and implementing advertising and PR activities; brand book development; fluency in Ukrainian and Russian.
- **Key Expert Designer** – at least 3 (three) years of experience in graphic design (portfolio required). Skills in vector and raster graphics, animation, and video. Design of identity, printing and souvenir products, banners, navigation. Design of graphic materials, brand book elements, creation of logos. Fluency in Ukrainian and Russian.

## IX. DOCUMENTS TO BE SUBMITTED WITH PROPOSAL

<input checked="" type="checkbox"/>	A motivation letter / proposal setting out previous experience in implementing similar programmes and the competitive advantages of the applicant company.
<input checked="" type="checkbox"/>	A work plan with a proposed work schedule indicating the persons responsible for

	each sphere of activities.
<input checked="" type="checkbox"/>	A brief description of the methodology for completing the task, with an indicative approach for each stage.
<input checked="" type="checkbox"/>	Organization's profile (date of creation, size, number of staff/consultants, description of key staff/consultants).
<input checked="" type="checkbox"/>	A copy of the certificate / extract from the Unified State Register of Legal Entities and Private Entrepreneurs.
<input checked="" type="checkbox"/>	CVs of project team members, including the information on experience in implementing similar projects / objectives (references required).
<input checked="" type="checkbox"/>	At least two recommendations for similar projects (marketing strategies, brand books of the territories etc.) from previous clients.

#### **X. PROPOSED PAYMENT SCHEDULE:**

The schedule of payment for services provided will be agreed with the Contractor before starting the task. The payments will be related to the results and made after submitting interim and final reports. The previous schedule is given below.

- After achieving the results of Stage 1 and submitting the Initial Report – 15%;
- After achieving the results of Stage 2 and submitting the First Interim Report – 20%;
- After achieving the results of Stages 3 and 4 and submitting the Second Interim Report – 30%;
- After achieving the results of Stages 5, 6 and 7 and submitting the Final Report – 35%;

#### **XI. SELECTION PROCESS**

##### **Evaluation and comparison of applications.**

A two-stage procedure is used to evaluate the proposals, with the evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that pass a minimum technical score of 70% (or 490 points) of the obtainable score of 700 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 (TOR) and as per the Evaluation Criteria below.

In the second stage, the price proposals of all applicants that have attained a minimum 70% score in the technical evaluation will be reviewed.

The overall evaluation will be completed in accordance with a 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 those that are technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for its 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 the technical and financial evaluations, respectively, are added up. The Contract will be signed with the applicant that submitted the winning proposal.

### Evaluation criteria of technical proposals

Summarized evaluation form of the technical proposal		Share of evaluation	Maximum score	Company			
1	Experience of the Company/Organization	30%	210				
2	Technical approach, methodology, and detailed work plan	44%	305				
3	Staff	26%	185				
	Total score	100%	700				

The maximal points obtainable for each criterion indicate the relative importance or score weight in the general evaluation process.

Technical Evaluation Forms:

Form 1. Experience of the organization

Form 2. Proposed work plan, methodology, and approach

Form 3. Staff and invited experts/consultants

### Evaluation criteria for technical proposals

Evaluation of technical proposals Form 1		Maximum 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 the company/organization in general branding and branding territories in particular (two years – 30 points, more than three years – 40 points)	40			
1.3	Experience of the company/organization in developing marketing strategies focused on a key idea that is unique for this territory and may serve as a recognized brand (3 strategies – 20 points, 5 marketing strategies of the territories – 30 points, more than 6 – 40 points)	40			
1.4	Presented examples of the brand book development for business organizations – 30 points, for territories – 50 points	50			
1.5	Operating experience in the target regions of the programme	10			
1.6	Experience in cooperating with international organizations	10			
1.7	Presentation of references from previous customers:  Presenting two recommendations – 10 points, three or more recommendations – 20 points	20			
	Total score for Form 1	210			

Evaluation of the technical proposal Form 2		Maximum score	Organization		
			A	B	C
The proposed concept, work plan, and approach					
2.1	Does the submitted technical proposal sufficiently meet the objective and scope of work? The technical proposal generally meets the objectives and scope of work – 25 points; The technical proposal corresponds well to the tasks, but workload overstated / understated – 50 points; The technical proposal is logical and details an algorithm for the task that corresponds to the scope of work – up to 70 points	70			
2.2	How well developed is the methodology for creating a marketing strategy, using a participative approach? The methodology was developed with some inconsistencies – up to 60 points; The methodology was well developed, low reliability in terms of feasibility – up to 90 points; The organization demonstrated a perfectly developed methodology and approach that meets all the feasibility requirements – up to 110 points.	110			
2.3	How well developed and reliable is the work plan for creating a marketing strategy using a participative approach. The work plan was developed with some inconsistencies – up to 60 points; The work plan was well developed, low reliability in terms of feasibility – up to 90 points; The organization demonstrated a perfectly developed work plan and approach that meets all of the feasibility requirements – up to 125 points.	125			
	Total score for Form 2	305			



Evaluation of technical proposals Form 3		Maximum score	Company / Other organization		
			A	B	C
Personnel					
	Project Team Leader				
3.1	Higher education in marketing, economics, sociology, management or other relevant field (equivalent of education and qualification level: "Specialist /Master" - 5 points, "PhD" or above - 10 points)	10			
3.2	Experience in developing and implementing marketing strategies, brand book development and management: five years – 5 points, six years – 10 points, more than seven years – 15 points)	15			
3.3	English proficiency (medium - 5 points, above average - 7 points, fluent – 10 points)	10			
3.4	Ukrainian and Russian proficiency (– 10 points)	10			

	<b>Interim score by criteria 3.1 – 3.3</b>	<b>45</b>			
	<b>Key Expert Sociologist</b>				
4.1	Higher education in sociology, psychology, social pedagogy or other relevant field (equivalent of education and qualification level: "Specialist /Master" - 5 points, "PhD" or above - 10 points)	10			
4.2	Experience in organizing and conducting research and activities aimed at supporting marketing activity in different kinds of territories and social mobilization (three to five years – 5 points, six to seven years – 10 points, more than eight years – 15 points)	15			
4.3	Experience in consulting, conducting workshops, training, facilitating activities for the representatives of the local and regional authorities, local government bodies and other stakeholders (three years – 3 points, four to six years – 5 points, more than seven years – 10 points)	10			
4.4	Ukrainian and Russian proficiency (– 10 points)	10			
	<b>Interim score by criteria 4.1 – 4.4</b>	<b>45</b>			
	<b>Key Expert Marketing manager</b>				
5.1	Higher education in marketing, economics, social psychology or other relevant field (equivalent of education and qualification level: "Specialist /Master" - 5 points, "PhD" or above - 10 points)	10			
5.2	Experience in developing and implementing marketing strategies of the territory or company, adjusting and implementing a marketing plan, brand book development (three to five years – 5 points, six to seven years – 10 points, more than eight years – 15 points)	15			
5.3	Experience in conducting SWOT-analysis; data processing of the market research; developing a concept of positioning territories, products or services; developing and implementing advertising and PR activities (three to five years – 3 points, six to seven years – 5 points, more than eight years – 10 points)	10			
5.4	Ukrainian and Russian proficiency (10 points)	10			
	<b>Interim score by criteria 5.1 – 5.4</b>	<b>45</b>			
	<b>Key Expert Designer</b>				
6.1	Education (equivalent of education and qualification level: "Bachelor" – 5 points, "Specialist /Master" - 10 points)	10			
6.2	Experience in graphic design (one year – 3 points, two years – 5 points, more than three to five years – 10 points)	10			
6.3	Skills in operating design programs. (skills in vector and raster graphics – 5 points; skills for vector, raster graphics or animation and video – 7 points; skills for vector, raster graphics, animation and video – 10 points.)	10			
6.4	Experience in brand design (three to five years – 3 points, six to seven years – 5 points, more than eight years – 10 points)	10			
6.5	Ukrainian and Russian proficiency (– 10 points)	10			
	<b>Interim score by criteria 6.1 – 6.5</b>	<b>50</b>			
	<b>Total score on Form 3</b>	<b>185</b>			



# Annex 4

## Model Contract

<p><b>Договір на надання Товарів та/або Послуг між Програмою розвитку Організації Об'єднаних Націй та</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</b></p>  <p><i>Empowered lives. Resilient nations.</i></p>
<p><b>1. Країна, у якій будуть постачатись Товари та/або надаватись Послуги:</b> Україна</p>	<p><b>1. Country Where Goods Will be Delivered and/or Services Will be Provided:</b>Ukraine</p>
<p><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:</p>	<p><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:</p>
<p><b>3. Посилання на номер договору (напр., номер присудження договору):</b></p>	<p><b>3. Contract Reference (e.g. Contract Award Number):</b></p>
<p><b>4. Довгострокова угода:</b> Ні</p>	<p><b>4. Long Term Agreement:</b> No</p>
<p><b>5. Предмет Договору:</b> <input type="checkbox"/> товари <input checked="" type="checkbox"/> послуги <input type="checkbox"/> товари та послуги</p>	<p><b>5. Subject Matter of the Contract:</b> <input type="checkbox"/> goods <input checked="" type="checkbox"/> services <input type="checkbox"/> goods and services</p>
<p><b>6. Тип Послуг:</b></p>	<p><b>6. Type of Services:</b></p>
<p><b>7. Дата початку Договору:</b></p>	<p><b>7. Contract Starting Date:</b></p>
<p><b>8. Дата завершення Договору:</b></p>	<p><b>8. Contract Ending Date:</b></p>
<p><b>9. Загальна сума Договору:</b></p>	<p><b>9. Total Contract Amount:</b></p>
<p><b>9а. Передплата:</b> Не застосовується</p>	<p><b>9а. Advance Payment:</b> Not applicable</p>
<p><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</p>	<p><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</p>
<p><b>11. Метод оплати:</b> <input checked="" type="checkbox"/> <b>тверда (фіксована) ціна</b> <input type="checkbox"/> <b>відшкодування витрат</b></p>	<p><b>11. Payment Method:</b> <input checked="" type="checkbox"/> <b>fixed price</b> <input type="checkbox"/> <b>cost reimbursement</b></p>
<p><b>12. Назва(ім'я) Підприємця:</b></p>	<p><b>12. Contractor's Name:</b></p>
<p><b>13. Ім'я контактної особи Підприємця:</b>  Посада: керівник Адреса: Номер телефону: Факс: Email:</p>	<p><b>13. Contractor's Contact Person's Name:</b>  Title Address: Telephone number: Fax: Email:</p>
<p><b>14. Ім'я контактної особи ПРООН:</b>  Посада: Адреса: Тел.: Email:</p>	<p><b>14. UNDP Contact Person's Name:</b>  Title: Address: Telephone number Email:</p>
<p><b>15. Банківський рахунок Підприємця, на який будуть перераховуватись платежі:</b> Отримувач: Назва рахунку: Номер рахунку: Назва банку: МФО ЄДРПОУ</p>	<p><b>15. Contractor's Bank Account to which payments will be transferred:</b> Beneficiary: Account name: Account number: Bank name: Bank address: MFO EDRPOU</p>

<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.</li> </ol> <p>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.</p> <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.</li> </ol> <p>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.</p> <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>