



REQUEST FOR PROPOSAL (RFP)

All interested	DATE: July 14, 2020
	REFERENCE: 294-2020-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **“Provision of a series of training sessions on marketing/sales, branding and media relations/business communication”**.

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) Tuesday, July 28, 2020** 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: **“294-2020-UNDP-UKR-RFP-RPP”** and **“Provision of a series of training sessions on marketing/sales, branding and media relations/business communication”**.

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, available following the link: <https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>.

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
July 14, 2020*

A.D.

Annex 1

Description of Requirements

Project name:	Recovery and Peacebuilding Program
Brief Description of the Required Services	<p>UN RPP business training programme was launched in eastern Ukraine in 2015 as a part of efforts to promote economic recovery of the eight conflict-affected regions closest to contact line, to motivate IDPs and local population for self-employment, increase their entrepreneurial knowledge and skills and create income-generation opportunities for the conflict-affected population. Overall, 8,900 people were trained by the programme during 2015-2020. Over 2019-2022 UNDP, under the financial support of EU, the Governments of Denmark, Poland and Japan plans to continue training for those who are willing to launch, renew or expand their Micro, Small and Medium Enterprises (hereinafter – MSMEs) in the areas of Donetsk and Luhansk oblasts and the selected areas of Zaporizhzhia oblast (namely: Berdiansk, Prymorsk, Pryazovia, Orikhiv, Guliaipole, Yakymivka, Bilmak) - hereinafter – the "target areas"- in order to establish or restore business activity and ensure overall economic revitalization, decrease tension on the labor market and ensure development of the priority value chains that are critically important for further economic development of the region.</p> <p>For this purpose, the Programme is seeking a legal entity that will provide 10 (ten) training courses on marketing/sales, branding and media relations/business communication for at least 250 persons in the government-controlled areas of Donetsk, Luhansk and the selected areas of Zaporizhzhia oblast.</p>
The overall objective	<p>The overall objective of this assignment is to strengthen the capacity and to enhance the overall entrepreneurial activity of IDPs and the local population of Luhansk, Donetsk and the selected areas of Zaporizhzhia oblast. For this purpose, the Contractor shall develop and deliver 10 training sessions on marketing/sales, branding and media relations/business communication for IDPs and local population in Donetsk, Luhansk (GCAs) and the selected areas of Zaporizhzhia oblasts.</p>
Person to Supervise the Work/Performance of the Service Provider	Programme Coordinator, Economic Recovery and Restoration of Critical Infrastructure, UN 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	August 2020
Target completion date	November 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: http://treasury.un.org <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 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
A pre-proposal conference will be held on:	Pre-Bidding Conference will be held on 21-Jul-2020 at 11-00 pm via Skype. 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.rpp.ua@undp.org Attn: Procurement Unit Subject: 294-2020-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration
Payment Terms	The schedule of payments for the services will be agreed with the Contractor before the start of the assignment. Payments will be linked to deliverables and executed upon submission of Interim and Completion reports. A preliminary schedule is provided below.

	<p>After achieving of the result 1 and submission of the Inception Report – 15%;</p> <p>After achieving of the result 2 and submission of the Interim Report No. 1 – 15%;</p> <p>After achieving of the result 3 and submission of the Interim Report No. 2 – 45%;</p> <p>After complete achievement of all the results and submission of the Final report – 25%.</p> <p>Payment terms: Not later than thirty (30) days as of meeting the following conditions:</p> <ul style="list-style-type: none"> a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; b) Receipt of invoice from the Contractor.
Person(s) to review/inspect/approve outputs/completed services and authorize the disbursement of payment	Programme Coordinator, Economic Recovery and Restoration of Critical Infrastructure, UN RPP
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). <u>This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</u>
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Experience of the company/organization submitting the proposal 29% <input checked="" type="checkbox"/> Proposed work plan, methodology and approach 29% <input checked="" type="checkbox"/> Personnel and invited experts/consultants 42% <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 Contractor <input type="checkbox"/> One or more Contractors, depending on the following factors:
Annexes to this RFP	<ul style="list-style-type: none"> <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: https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html <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) ¹	<p><i>Procurement Unit</i> <i>UNDP Ukraine</i> <i>procurement.ua@undp.org</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Documents to be submitted in proposal	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Dully 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). 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; <input checked="" type="checkbox"/> Copies of other licenses or certificates (if any); <input checked="" type="checkbox"/> Financial statements (Copies of income/balance statements for last 2 years or Audited statements); <input checked="" type="checkbox"/> A work plan with the proposed work schedule indicating the persons responsible for each area of activity; <input checked="" type="checkbox"/> Communication strategy and plan for dissemination of information about the training programme via different media channels; <input checked="" type="checkbox"/> Description of communication tools available for interaction with applicants; <input checked="" type="checkbox"/> Brief description of the application and selection process; <input checked="" type="checkbox"/> Procedure for evaluation of the training programme including reporting process and quality control measures; <input checked="" type="checkbox"/> Personal CVs of the Project Team, including information about past experience in similar projects / assignments; <input checked="" type="checkbox"/> At least 3 reference letters for the company from the previous customers/clients/partners reflecting the nature of projects implemented, their results and the role of the applicant. <input checked="" type="checkbox"/> 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).

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

<p>Other Information Related to the RFP</p>	<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">1. An officially registered organization (commercial, nonprofit, nongovernmental, public);2. Personal CVs of the Project Team, including information about past experience in similar projects / assignments. <p>Other information is available on http://procurement-notice.undp.org;</p> <p>For the information, please contact procurement.ua@undp.org</p>
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Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL²***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery³)***

[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 294-2020-UNDP-UKR-RFP-RPP dated July 14, 2020, 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	

² This serves as a guide to the Service Provider in preparing the Proposal.

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

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
Latest Audited Financial Statement or Financial results (2017 -2018)	Copies of income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation
Track Record performed within the last 5 years	Please indicate here the List of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references; Brief description of previous products developed by the company (list);
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
Please provide contact details of at least 2 previous partners for reference	Please attach the signed reference letters <i>if any</i> .
Company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.	Yes/No (Please choose)
Other relevant information	

B. Proposed Methodology for the Completion of Services

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

Must include:

- 1. Letter of interest/letter of proposal, which briefly describes the organization's profile (date of creation, size, number of staff/consultants, description of key staff/consultants) and approach to the performance of work (up to 2 pages);**
- 2. Technical proposal detailing the proposed work plan with the proposed work schedule indicating the persons responsible for each area;**
- 3. A timeline detailing how the required results will be achieved/completed within the required timeline;**
- 4. Communication strategy and plan for dissemination of information about the training programme via different media channels;**
- 5. Description of communication tools available for interaction with applicants;**
- 6. Brief description of the application and selection process;**
- 7. Procedure for evaluation of the training programme including reporting process and quality control measures;**
- 8. At least 3 reference letters for the company from the previous customers/clients/partners reflecting the nature of projects implemented, their results and the role of the applicant;**
- 9. Personal CVs of the Project Team, including information about past experience in similar.**

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, Specialists);***
- b) CVs demonstrating qualifications, experience and language skills of Team Leader and Specialists 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) Project Team

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.

Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Amount, currency, excl. VAT
Delivery of output 1	15%	
Delivery of outputs 2	15%	
Delivery of outputs 3	45%	
Delivery of outputs 4	25%	
Total (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.

<i>Nº</i>	<i>Activity/Costs</i>	<i>Unit</i>	<i>Number</i>	<i>Cost per unit, currency</i>	<i>Amount, currency excl. VAT</i>
1	Personnel				
1.1	Team Leader	3,5 month of work	1		
1.2	Project Assistant	3,5 month of work	1		
1.3	Trainer	3,5 month of work	3		
...	...				
2	Administration Costs (if necessary)				
2.1	Organization of process				
2.2	Communication (Internet/Phone/etc.)				
2.3	Other (if any - to define clearly activities/costs)				
...					
3	Travel and Lodging				
3.1	Travel costs (tickets)	Travel for 1 person			
3.2	Accommodation	Day			
3.3	Daily Allowance	Day			
3.4	...				
4	Other costs (if any - to define clearly activities/costs)				
4.1					
4.2	...				
	Total (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!**

Представительство ООН в Украине информирует Вас, что приобретение товаров и услуг объявленных в тендере 294-2020-UNDP-UKR-RFP-RPP производиться 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.

Annex 3



Terms of Reference

Project name: UN Recovery and Peacebuilding Programme, Economic Recovery and Restoration of Critical Infrastructure Component

Project description: "Provision of a series of training sessions on marketing/sales, branding and media relations/business communication"

Country/place of implementation: Government-controlled areas of Luhansk, Donetsk and the selected areas of Zaporizhzhia oblast

Possible business trips (if applicable): Business trips within the government-controlled areas of Luhansk, Donetsk and Zaporizhzhia oblasts, Ukraine

Starting date of the assignment: August 2020

Duration of the assignment or end date (if applicable): 3.5 months

Name and position of project manager: Volodymyr Lyashchenko, Programme Coordinator, Economic Recovery and Restoration of Critical Infrastructure, UN RPP

I. BACKGROUND

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

The United Nations Development Programme (UNDP) has been present and active 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 started in 2015 through the United Nations Recovery and Peacebuilding Programme (UN RPP), building on this earlier engagement and establishing new partnerships. Today, the UN RPP is being implemented by four United Nations agencies: The United Nations Development Programme (UNDP), the UN Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Population Fund (UNFPA) and the Food and Agriculture Organization of the United Nations (FAO).

The programme is supported by 12 international partners: the European Union, the European Investment Bank and the governments of Canada, Denmark, Japan, the Netherlands, Norway, Poland, Sweden, Switzerland and UK.

The UN RPP was designed to respond to, and mitigate, the causes and effects of the conflict. It is based on the findings of the Recovery and Peacebuilding Assessment (RPA) and is aligned to the State Target Programme for Recovery, as well as to the two oblast development strategies up to 2020. It takes into account the opportunities that have arisen from the Minsk Protocol of September 2014 and the renewal of its cease-fire provisions (the latest cease-fire having been agreed in March 2018), and is also fully adjusted to the humanitarian-development nexus. It is an integral component of the UNDP Country Programme and is therefore fully aligned with the United Nations Partnership Framework (UNPF).

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 Decentralisation Reform
- Component 3: Community Security and Social Cohesion.

The Programme, which operates on the basis of a pooled funding arrangement, follows a multi-sectoral programme-based approach and is implemented using an area-based methodology. It is a unifying interventions framework for 12 projects funded by 12 international partners, and is worth over 80 million USD.

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 oblasts of Ukraine, thereby enhancing the credibility and legitimacy of local authorities in the government-controlled areas (GCAs) of the oblasts. It will contribute to peace building and prevent further escalation of conflict in Ukraine through achieving effective and accountable decentralization, gender-responsive recovery planning, and equal access to services, as well as enhancing community security and social cohesion.

UN RPP business training programme was launched in eastern Ukraine in 2015 as a part of efforts to promote economic recovery of the eight conflict-affected regions closest to contact line, to motivate IDPs and local population for self-employment, increase their entrepreneurial knowledge and skills and create income-generation opportunities for the conflict-affected population. Overall, 8,900 people were trained by the programme during 2015-2020. Over 2019-2022 UNDP, under the financial support of EU, the Governments of Denmark, Poland and Japan plans to continue training for those who are willing to launch, renew or expand their Micro, Small and Medium Enterprises (hereinafter – MSMEs) in the areas of Donetsk and Luhansk oblasts and the selected areas of Zaporizhzhia oblast (namely: Berdiansk, Prymorsk, Pryazovia, Orikhiv, Guliaipole, Yakymivka, Bilmak) - hereinafter – the "target areas"- in order to establish or restore business activity and ensure overall economic revitalization, decrease tension on the labor market and ensure development of the priority value chains that are critically important for further economic development of the region.

For this purpose, the Programme is seeking a legal entity that will provide 10 (ten) training courses on marketing/sales, branding and media relations/business communication for at least 250 persons in the government-controlled areas of Donetsk, Luhansk and the selected areas of Zaporizhzhia oblast.

II. MAIN OBJECTIVES OF THE ASSIGNMENT

The overall objective of this assignment is to strengthen the capacity and to enhance the overall entrepreneurial activity of IDPs and the local population of Luhansk, Donetsk and the selected areas of Zaporizhzhia oblast. For this purpose, the Contractor shall develop and deliver **10 training sessions on marketing/sales, branding and media relations/business communication** for IDPs and local population in Donetsk, Luhansk (GCAs) and the selected areas of Zaporizhzhia oblasts.

The training shall contribute to the achievement of the following learning objectives:

Objective 1. At least 250 participants in the government-controlled areas in Donetsk, Luhansk and the selected areas of Zaporizhzhia oblasts (Mariupol, Vuhledar, Pokrovks, Kramatorsk, Melitopol, Berdiansk, Huliaipole, Tokmak, Kreminna, Sievierodonetsk) have increased theoretical knowledge of how to digitalize a business and create a brand, what the perspective areas of modern marketing techniques in the target regions are and what the benefits of media relations for business are;

Objective 2. At least 250 participants in the government-controlled areas in Donetsk, Luhansk and the selected areas of Zaporizhzhia oblasts (Mariupol, Vuhledar, Pokrovks, Kramatorsk, Melitopol, Berdiansk, Huliaipole, Tokmak, Kreminna, Sievierodonetsk) have improved their practical skills to develop a brand guideline for their businesses, create marketing and media relations and communication strategy..

III. SCOPE OF WORK AND EXPECTED OUTPUTS

The Contractor shall perform the following tasks:

1. **Initial stage.** Development of the 3-day training courses on marketing/sales (1st day), branding (2nd day), media relations/business communication (3rd day) taking into account objectives, expected outcomes and topics listed below.

Specifically, the Contractor shall implement the following:

- Develop the outline, curriculum and the training ads;
- Develop the agendas and set dates for the training;
- Develop three knowledge materials/booklets (up to 10 pages each, pdf format) outlining the summary of the training courses on three topics, i.e.: marketing/sales, branding, media relations/business communication. Namely, the booklets should contain answers on the following questions: how to align marketing and sales; what needs to build a brand; how media can improve the performance of your business. The booklet should be developed in two versions: for the web use and for printing;
- Utilize the pre-training survey and end-of training evaluation tools to assess the achievement of the learning objectives and participants' satisfaction (the form will be provided by the Programme, but should be adapted according to the training specific aims and indicators);
- Develop and approve by the Programme an Inception Report containing a pre-training survey, a work plan, knowledge materials/booklets and a detailed methodology including an overview of the tools to be used under this assignment.

Output 1:

- An Inception Report developed and submitted, explaining the approach to the assignment, the methodology to its implementation, outline and curriculum of the training programme, pre-training

survey results, competences and experience of trainers, detailed schedules of training sessions and expected dates of delivery of the training in each of the target communities;

- A list of evaluation indicators developed based on training modules for the pre/post-training self-evaluation survey and agreed with the Programme;
- A list of questions based on the evaluation indicators for pre/post-training self-evaluation survey developed, agreed with the Programme and consolidated for further implementation;
- Training ads developed and approved by the Programme;
- Detailed agenda of the training programme developed and agreed with the Programme;
- Information and handout materials for the training containing the following elements: multimedia presentations in MS PowerPoint, materials for practical exercises in MS Word, other multimedia, information and graphics to be used during the training sessions developed. The format and contents of handouts are to be agreed with the Programme. All materials should align with UN RPP communication strategy, including use of the logos.

The three-day training should cover but not be limited to the following topics:

How to align marketing and sales?

(introduction to marketing, digital and social media marketing, marketing principles for strategic planning, sales & marketing harmonization, strategic sales management, quality and features of a successful businessman (case studies, motivating videos, success stories;

- What needs to build a brand? (introduction to branding, digital branding, brand design & delivery, brand practices & engagement, brand metrics & returns, personal and corporate branding);

How media can improve the performance of your business? (research and understanding of media targets, media pitching for business, business communication and presentation).

The minimum learning outputs shall be:

- Enable participants to develop a marketing and sales strategy;
- Enable participants launch online public profiles of a business in social media;
- Provide information how to create a business brand and develop a brand book;
- Strengthen participants' capacity to establish effective relations with media and improve communication of their businesses;
- Help IDPs and the local population to acquire advanced business promotion skills;
- Provide information on the best online tools for brand metrics and online marketing analytics.

Estimated implementation period: up to 15 calendar days after the Contract start date

2. Announcement for training on marketing/sales, branding and media relations/business communication and selection of participants.

Output 2:

- A text of the announcement in the Ukrainian language developed and agreed with the Programme containing overall information on the training programme, its objectives, geography, training company and other relevant information;

- An electronic one-page brief of training sessions that contains information on curriculum, schedule, trainers and application process is developed for each training;
- Online registration form for training developed using any of the open source platforms and agreed with the Programme;
- Registration launched for at least 10 calendar days, and information widely disseminated using relevant online resources. The Programme shall place the announcement and links to the online registration form at official UN RPP resources;
- A system of selection of training participants developed. The system should provide a transparent mechanism/scoring system for selection of participants (at least 250) and the waiting list (at least 100) who have the propensity to entrepreneurship (through questionnaires, or other effective methods proposed by the Contractor). The selection approach and criteria should be approved by the Programme.
- Refusal letters were sent to all applicants who were not selected for participation. The letter should be agreed with the Programme;
- A list of refused and selected participants to be shared with the Programme;
- The equal access to the training for people with disabilities should be ensured during the selection process and equal representation of women and men should be encouraged should be ensured;
- Interim report № 1 containing the training courses announcement, one-page brief, online registration form and participants selection system submitted and approved by the Programme.

Conditions and requirements to applicants:

- Official residence in either Luhansk, Donetsk or Zaporizhzhia oblast is required. Residents of local communities as well as IDPs who reside in one of the three target regions are invited to apply;
- Applicants should express their willingness to expand business activities and create or upgrade a business brand in one of the target regions and duly indicate it in their application forms;
- Applicants may submit only one application and participate only in one training course;
- Equal participation of women, men and people with disabilities should be promoted.

Estimated implementation period: up to 30 calendar days after the Contract start date

3. Training Delivery.

- Deliver ten (10) 3-day training sessions to at least 250 selected participants (about 25 participants for each session) of target communities and IDPs who reside in these communities using the premises approved by the Programme;
- Ensure video recording of at least one full training session conducted by each of the trainers' teams (1 recorded 3-day training course in total). Full rights for further usage of training videos should be delegated to the Programme;
- Conduct a pre-training survey and post-training evaluation for 100% trainees. Originals of pre-training survey and end-of-training feedback forms should be provided to the Programme;
- Support development, engineering and detailed review of at least one marketing plan for the selected business ideas by each trainee;

- Provide opportunity for each trainee to present and defend her/his marketing in front of the training group. Create conditions at each training session and facilitate discussion of each developed and presented marketing plan among the participants;
- Promote business projects led by women and disseminate success stories of businesses led by women during the training. Success stories shall be approved by the Programme;
- Promote family-run business projects and disseminate such success stories during the training. Success stories shall be approved by the Programme;
- Support trainees to identify and integrate gender issues into their ongoing and marketing, brand and communications strategies;
- Prepare and submit a post-training report to reflect the outcome of the series of training and present recommendations for subsequent interventions. The report shall cover at least the following themes:
 - (i) processed information on participants containing data disaggregated by gender, age and territory;
 - (ii) pre-training and post-training evaluation addressing participants' initial knowledge and end-of-training satisfaction with the training content;
 - (iii) participants insights on the training;
 - (iv) recommendations for further actions aiming to strengthen the entrepreneurial capacities of IDPs and local population of the target regions.

The training sessions will be organized and conducted in ten target communities (cities and towns) of Luhansk, Donetsk and the selected areas of Zaporizhzhia oblasts:

Donetsk oblast

1. Mariupol
2. Vuhledar
3. Pokrovsk
4. Kramatorsk

Luhansk oblast

5. Kreminna
6. Sievierodonetsk

Zaporizhzhia oblast

7. Melitopol
8. Berdiansk
9. Huliapole
10. Tokmak

Output 3:

- 10 (ten) 3-day training delivered in 10 respective areas of Donetsk, Luhansk (GCA) and the selected areas of Zaporizhzhia Oblast (one in each location, training sessions could be conducted simultaneously in different locations. Conducting training sessions on weekends should be avoided);

- At least 250 participants from targeted communities attended the training as per the participant list and developed her/his detailed business plan based on proposed idea within the priority value chain and potential business niches provided by UN RPP;
- Each participant had an opportunity to present her/his marketing plan in front of the training audience followed by group discussion and feedback session;
- At least 1 business projects/success story led by women was disseminated during each training;
- At least one full training session conducted by the trainers' teams recorded on video (1 recorded 3-day training courses in total). Video shooting should be carried out with a professional camera and contain the full amount of theoretical training material. Recorded materials should be edited to compose three separate training videos (one for topic covered by the trainers) with a unified style and should contain proper visibility of UN RPP, donors and have a good quality clean audio recording. Full rights for further usage of training videos belong to the Programme. Written permits for video recording and further use of video content must be received from each trainer and must be provided to the Programme. The filming crew will be arranged by UN RPP. Recording of participants, group activities and presentations of business plans during the training sessions should be avoided;
- Participant lists were signed by each participant and electronic copies sent to the Programme within 2 day-period after the end of each training;
- Multimedia presentations in MS PowerPoint, materials for practical exercises in MS Word, other multimedia, information and graphics to be used during the training sessions were distributed among the participants;
- Interim report № 2 submitted and approved by the Programme.

Requirements to the team of trainers and training conditions:

- At least 3 trainers should work during each training simultaneously;
- A team leader should be assigned to coordinate overall project performance and act as a single person in charge of all project-related issues and communications with the Programme;
- A project assistant should be assigned to coordinate administrative aspects, arrange logistics of trainers and communicate with trainees;
- The information materials and presentations should address the needs of the target audience and include quality visualization, graphics, be clear and easy to perceive. All materials should contain proper visibility of UN RPP and the donors provided by the Programme;
- The average number of participants of each training is 25 people (in some cases it may be up to 30 or more people).
- Travel and accommodation expenses of participants, as well as rent of premises, equipment and catering services during the training sessions, will be covered by the Programme and therefore should be excluded from the scope of the proposal.

Estimated implementation period: up to 80 calendar days after the Contract start date

4. Final stage.

Output 4:

- Original participant lists with signatures provided to the Programme per each day of the training in each location;

- Final report submitted and accepted by the Programme, containing but not limited to following:
 - Disaggregated participant data by gender, age and territory consolidated for all training;
 - Pre-training and post-training self-evaluation survey results and their analysis;
 - Description of participants insights on the training;
 - Recommendations for further activities to improve the entrepreneurial capacities of IDPs and local population in respective areas.
 - One recorded video of 3-day training session submitted and accepted by the Programme.
- Estimated implementation period: up to 100 calendar days after the Contract start date

IV. MONITORING/REPORTING REQUIREMENTS

The Contractor shall submit the following reports according to the UN RPP format and guidelines. The format of reports shall be agreed at the first stage of the contract implementation programme, but the Programme reserves the right to make further changes and clarifications in the report form.

Types of reports:

- 1) Inception and interim reports submitted in Ukrainian, including reports on the work accomplished, results, monitoring, and financial indicators:
 - Inception report – 15 calendar days after the Contract starting date;
 - Interim report No. 1 – 30 calendar days after the Contract starting date;
 - Interim report No. 2 – 80 calendar days after the Contract starting date.
- 2) Weekly operational email reports on current results, implementation and issues of the training programme along with the photo and video materials of the ongoing training courses;
- 3) Brief reports periodically submitted upon request of the Programme in cases where it is required to get information on the progress of the programme in between reporting periods;
- 4) Final narrative report including a summary of activities and results, lessons learned and conclusions, as well as the final financial report reflecting the whole period of contract – no later than 100 calendar days after the Contract starting date. The report should be submitted in Ukrainian and in English. Data should be disaggregated by donor, gender, age groups and other categories as required by the Programme.

All reports and survey results to the Programme shall be transmitted electronically (Formats of: * .docx, * .xlsx, * .pptx, * .pdf) on electronic source or in the form of electronic communication with the attached final product.

The Contractor shall comply with the system of monitoring, evaluation and quality control introduced by the Programme, and also provide the necessary information, reports and statistical data according to the predetermined schedule *or* as soon as possible (within a reasonable time).

The inception report, interim reports and the final report shall follow the pre-set template agreed with the Programme that includes both substantial and financial parts and shall be shared with the respective official.

As a quality assurance measure, the Programme reserves the right to initiate spot-checks at training, to conduct interviews with participants and receive feedback on the quality of the Contractor's work. The

Contractor shall facilitate the process by presenting the Programme with all necessary contacts of the trainees and shall refrain from influencing the impartiality of the assessment procedures.

V. EXPERIENCE AND QUALIFICATION REQUIREMENTS

- Organization/company officially registered for at least 5 years;
- Experience in the organization and management of business training programmes (at least two programmes with a total number of participants about 300);
- Experience in the implementation or training programmes with a total number of trainees over 100 people per 1 programme.

The Contractor must have a team of at least 5 professionals with following roles and required qualifications:

Team Leader/Project Manager:

- Master's (or equivalent) degree in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields;
- Minimum 3 years of professional experience in project management and/ team management,
- Minimum 3 years of experience and implementation of at least 5 projects/programmes/provision of business training services on related topics;
- Excellent reporting skills (reference to at least 2 open source reports should be provided);
- Excellent knowledge of Ukrainian, Russian and at least working knowledge of English.

Project Assistant:

- Bachelor's (or higher) degree in Economy, Finance, Public Administration, Management, Entrepreneurship or other related fields;
- Minimum 3 years of professional experience in administrative support of training and educational projects;
- Experience on the hotline or in multi-crowded projects would be considered as an asset;
- Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered as an asset.

Trainer (3 people):

- Bachelor's (or higher) degree followed by at least 5 years of relevant practical experience in the field of marketing/sales, branding and media relations/business communication;
- Sound knowledge and proven experience in the delivering of training courses on marketing/sales, branding and media relations/business communication, at least 10 training sessions conducted;
- Proven facilitation experience in at least 3 training programmes;
- Proven experience in developing training curriculums, publications, handout materials and manuals related to marketing/sales, branding and media relations/business communication (at least 3 relevant examples should be provided);
- Excellent knowledge of Ukrainian and Russian. Excellent public speaking skills (at least 3 records of trainings or links to such records or training feedback forms to be provided).

VI. DOCUMENTS TO BE SUBMITTED IN A TECHNICAL PROPOSAL:

- ☒ A work plan with the proposed work schedule indicating the persons responsible for each area of activity;

- ☒ Communication strategy and plan for dissemination of information about the training programme via different media channels;
- ☒ Description of communication tools available for interaction with applicants;
- ☒ Brief description of the application and selection process;
- ☒ Procedure for evaluation of the training programme including reporting process and quality control measures;
- ☒ Personal CVs of the Project Team, including information about past experience in similar projects / assignments;
- ☒ At least 3 reference letters for the company from the previous customers/clients/partners reflecting the nature of projects implemented, their results and the role of the applicant;

VII. PROPOSED PAYMENT SCHEDULE:

The schedule of payments for the services will be agreed with the Contractor before the start of the assignment. Payments will be linked to deliverables and executed upon submission of Interim and Completion reports. A preliminary schedule is provided below.

- After achieving of the result 1 and submission of the Inception Report – 15%;
- After achieving of the result 2 and submission of the Interim Report No. 1 – 15%;
- After achieving of the result 3 and submission of the Interim Report No. 2 – 45%;
- After complete achievement of all the results and submission of the Final report – 25%.

Minimum evaluation criteria

(The companies/organizations that are compliant with minimum evaluation criteria will be passed to technical evaluation)

1. Organization/company officially registered for at least 5 years;
2. Experience in the organization and management of business training programmes (at least two programmes with a total number of participants about 300);
3. Experience in the implementation of training programmes with a total number of trainees over 100 people per 1 programme.

Technical criteria:

Summary of Technical Proposal Evaluation Form	Score Weight	Max Points obtainable
Expertise of Firm/Organization	29%	200
Proposed Methodology, Approach and Implementation Plan	29%	200
Personnel	42%	300
Total	100%	700

Forms of assessment of technical proposals are given in the next pages. The maximum score that may be received for each assessment criterion indicates the relative significance or part of such a criterion in the overall assessment process.

Assessment of technical proposal Form 1		Maximum score	Company / Other organization		
			A	B	C
Expertise of Firm/Organization					
1.1	Organization/company officially registered in Ukraine (minimum 3 years – 20 points, 4-5 years – 30 points, 6–7 years- 40 points, 8 years or more – 50 points).	50			
1.2	Experience in the organization and management of business training programmes: 2 programmes with a total number of participants about 300 – 45 points, 3-4 programmes – 60 points with a total number of participants about 400, 5 programmes with a total number of participants about 500 and more – 75 points).	75			
1.3	Experience in the implementation or training programmes with: - 100 – 200 trainees – 45 points; - 200 – 300 trainees – 60 points; - 300 or more – 75 points.	75			
Overall score on Form 1		200			

Assessment of technical proposal Form 2	Maximum score	Company / Other organization		
		A	B	C

Proposed Methodology, Approach and Implementation Plan					
2.1	<p>How well-elaborated is the communication strategy to disseminate information on the training programme?</p> <ul style="list-style-type: none"> - The proposed communication channels include online and offline resources – up to 20 points; - Proposed system for response to inquiries from potential applicants oriented to provide prompt feedback and processing of all inquiries – up to 20 points. 	40			
2.2	<p>How well developed is a system of feedback and communication with applicants?</p> <ul style="list-style-type: none"> - The approach provides a telephone hotline and details its method, the schedule and features of its operation – up to 20 points; - The tool for registration of applications provides online format and prompt registration, identification of repeated applications, granting the status of each application, the possibility of automatic responses to participants and creation of a database and mailing list – 20 points. 	40			
2.3	<p>How well-developed is a proposed approach to the process of selection of participants?</p> <ul style="list-style-type: none"> - The suggested selection approach is clear and transparent and contains a detailed description of the methodology – up to 20 points; - The methodology for selection of participants is reasonable and realistic, complies with the programme objectives and allows to assess the application potential – 20 points. 	40			
2.4	<p>How well-developed is the procedure for evaluation of the training programme including reporting process and quality control measures?</p> <ul style="list-style-type: none"> - The proposed evaluation procedure contains detailed description of pre- and post-training activities to assess the trainees' level of knowledge and skills and the Contractor's capacity to provide detailed analysis of the training programme outputs – up to 30 points; - The proposed reporting schedule is realistic and meets the assignment timeframe – up to 10 points. 	40			
2.5	<p>How well-elaborated is the proposed plan of work and suggested timeline?</p> <ul style="list-style-type: none"> - Weekly detailed elaboration of a work plan – 10 points - Daily detailed elaboration of a work plan – 15 points; - The schedule is realistic and meets the assignment timeframe – 15 points. 	40			
Overall score on Form 2		200			



Assessment of technical proposal Form 3		Maximum score	Company / Other organization		
			A	B	C
Personnel					
	Team Leader/Project Manager				
3.1	Experience in project management and team management (3 years – 10 points, 4-5 years – 15 points, 6 years and more – 20 points).	20			
3.2	Implementation of projects / programmes / provision of business training services: <ul style="list-style-type: none"> - total experience (3 years – 15 points, 4–6 years – 20 points, 7 years and more – 25 points); - number of business training projects/programmes implemented (5 projects/programmes – 15 points, 6-9 projects/programmes – 20 points, 10 projects/programmes and more – 25 points). 	50			
3.3	Higher education in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or related field (Master's (or equivalent) – 5 points, PhD or higher – 10 points).	10			
3.4	Excellent reporting skills (reference to at least 2 open source reports – 10 points, 3 and more – 15 points)	15			
3.5	Language command (Ukrainian, Russian) and English (working level) – 3 points, Ukrainian, Russian and English (professional level) – 5 points).	5			
Interim score according to criteria 3.1–3.5		100			
	Project Assistant:				
3.6	Professional experience in administrative support of training and educational projects (3 years – 10 points, 4–6 years – 15 points, 7 years or more – 20 points).	20			
3.7	Experience of work on the hotline or in multi-crowded projects (1 project – 5 points, 2 projects – 10 points, 3 projects and more – 15 points).	15			
3.8	Education in Economy, Finance, Public Administration, Management, Entrepreneurship or related field (Bachelor's degree or equivalent – 5 points, Master's – 7 points, PhD or higher – 10 points).	10			
3.9	Language command: <ul style="list-style-type: none"> - Ukrainian, Russian – 3 points; - English (working level) – 2 points. 	5			
Interim score according to criteria 3.6–3.9		50			
Trainers:					

3.10	Higher education followed by the relevant practical experience in the field of marketing/sales; (5 years – 10 points, 6 years and more – 15 points).	15			
3.11	Delivery of training on marketing/sales: - Number of training sessions conducted (10 training sessions – 5 points, 11-19 training sessions – 10 points, 20 training sessions and more – 15 points).	15			
3.12	Proven facilitation experience (3 training programmes – 3 points, 4 training programmes or more – 5 points).	5			
3.13	Proven experience in developing training curriculums, publications, handout, knowledge materials and manuals related to marketing/sales (3 materials – 3 points, 4–5 materials – 5 points, 6 materials or more – 10 points).	10			
3.14	Language command (Ukrainian, Russian), excellent public speaking skills – 3 records of trainings or links to such records or training feedback forms - 3 points, 4 or more records of trainings or links to such records or training feedback forms – 5 points	5			
	Interim score according to criteria 3.10–3.14	50			
3.15	Higher education followed by the relevant practical experience in the field of branding; (5 years – 10 points, 6 years and more – 15 points).	15			
3.16	Delivery of training on branding: - Number of training sessions on branding conducted (10 training sessions – 5 points, 11-19 training sessions – 10 points, 20 training sessions and more – 15 points).	15			
3.17	Proven facilitation experience (3 training programmes – 3 points, 4 training programmes or more – 5 points).	5			
3.18	Proven experience in developing training curriculums, publications, handout, knowledge materials and manuals related to marketing/sales (3 materials – 3 points, 4–5 materials – 5 points, 6 materials or more – 10 points).	10			
3.19	Language command (Ukrainian, Russian), excellent public speaking skills – 3 records of trainings or links to such records or training feedback forms - 3 points, 4 or more records of trainings or links to such records or training feedback forms – 5 points	5			
	Interim score according to criteria 3.15–3.19	50			
3.20	Higher education followed by the relevant practical experience in the field of media relations/business communications (5 years – 10 points, 6 years and more – 15 points).	15			
3.21	Delivery of training on branding:	15			

	- Number of training sessions conducted (10 training sessions – 5 points, 11-19 training sessions – 10 points, 20 training sessions and more – 15 points).				
3.22	Proven facilitation experience (3 training programmes – 3 points, 4 training programmes or more – 5 points).	5			
3.23	Proven experience in developing training curriculums, publications, handout, knowledge materials and manuals related to marketing/sales (3 materials – 3 points, 4–5 materials – 5 points, 6 materials or more – 10 points).	10			
3.24	Language command (Ukrainian, Russian), excellent public speaking skills – 3 records of trainings or links to such records or training feedback forms - 3 points, 4 or more records of trainings or links to such records or training feedback forms – 5 points	5			
	Interim score according to criteria 3.20–3.24	50			
Overall score on Form 3		300			

Annex 4

Model Contract

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

<p>15. Банківський рахунок Підрядника, на який будуть перераховуватись платежі:</p> <p>Отримувач: Назва рахунку: Номер рахунку: Назва банку: МФО ЄДРПОУ</p>	<p>15. Contractor's Bank Account to which payments will be transferred:</p> <p>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"> 1. Дана лицьова сторінка («Лицьова сторінка»). 2. Загальні умови ПРООН для договорів – Додаток 1 3. Технічне завдання (ТЗ) - Додаток 2 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. 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. 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. 7. <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>НА ПОСВІДЧЕННЯ ЧОГО, нижчепідписані, належним чином уповноважені на це представники Сторін,</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"> 1. This face sheet ("Face Sheet"). 2. UNDP General Terms and Conditions for Contracts – Annex 1 3. Terms of Reference (TOR) – Annex 2 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 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. 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. 7. <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>IN WITNESS WHEREOF, 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>

підписали цю Угоду від імені Сторін у місці та в день, що вказані нижче			
Від імені Підрядника / For the Contractor		Від імені ПРООН / For UNDP	
Підпис / Signature:		Підпис / Signature:	
Ім'я / Name:		Ім'я / Name:	
Посада / Title:		Посада / Title:	
Дата / Date:		Дата / Date:	