**Annex 2**

**FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL[[1]](#footnote-1)**

***(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery[[2]](#footnote-2))***

[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 206-2020-UNDP-UKR-RFP-RPP dated 7/24/2020, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

1. **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 |
| **Latest Audited Financial Statement or Financial results (2018 -2019)** | Copies of income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation |
| **Track Record performed within the last 2 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 *if any.* |
| **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** |  |

1. **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 requested (up to 4 pages), previous experience in implementing similar activities and competitive advantages of the applicant company;*** 2. ***Brief description of the assignment implementation with an indication approach to the performance of each stage. A work plan with the proposed work schedule indicating the persons responsible for each area of activity.*** |

1. **Qualifications of Key Personnel**

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

***а) Names and qualifications of the key personnel that will perform the services; description of roles of key personnel;***

***b) CVs demonstrating qualifications, experience and language skills, as well as contact details for references;***

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

**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**  ***[list them as referred to in the RFP]*** | ***Percentage of Total Price (Weight for payment)*** | ***Amount, currency, excl. VAT*** |
| Deliverable 1 |  |  |
| Deliverable 2, 3 |  |  |
| Deliverable 4 |  |  |
| Deliverable 5 |  |  |
| Deliverable 6 |  |  |
| **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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***№*** | ***Activity/Costs*** | ***Unit*** | ***Number*** | ***Cost per unit, currency*** | ***Amount, currency excl. VAT*** |
| **1** | **Personnel** |  |  |  |  |
| 1.1 | Team Leader | 1 day of work |  |  |  |
| 1.2 | Team member (role on the team) #1 |  |  |  |  |
| 1.3 | Team member (role on the team) #2 |  |  |  |  |
| … | … |  |  |  |  |
| **2** | **Administration Costs (if necessary)** |  |  |  |  |
| 2.1 | Communications (telephone/Internet) |  |  |  |  |
| 2.2 | Other (if any - to define clearly activities/costs) |  |  |  |  |
| **…** |  |  |  |  |  |
| **3** | **Travel and Lodging** |  |  |  |  |
| 3.1 | Daily Allowance | Day |  |  |  |
| … | **…** |  |  |  |  |
| 4 | **Other costs (if any - to define clearly activities/costs)** |  |  |  |  |
| 4.1 | Branding and design |  |  |  |  |
| 4.2 | Social media advertisement |  |  |  |  |
| … | … |  |  |  |  |
|  | **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 abovementioned 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 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 НДС-ной льготы на дату получения аванса от ПРООН вы должны составить и зарегистрировать в ЕРНН налоговую накладную (далее — НН), которая заполняется следующим образом:

• в графе «Складена на операції, звільнені від оподаткування» верхней левой части делается пометка «Без ПДВ»;

• в раздел А табличной части НН (строки I - X) вносятся обобщающие данные по операциям, на которые складывается такая НН, а именно: в строке I указывается общая сумма средств, подлежащих уплате с учетом НДС; в строке IX — общий объем поставки товаров/услуг. Строки II - VIII раздела А не заполняются;

• в графе 2 раздела В указывается номенклатура услуг поставщика (продавца);

• в графа 3.3 раздела В — код услуги согласно ГКПУ. Графа 3.3 заполняются на всех этапах поставки услуг.

• в графе 4 и 5 — единица измерения услуг;

• в графе 6 — количество (объем) поставки услуг;

• в графе 7 — цена поставки единицы услуги без учета НДС;

• в графе 8 — указывается код ставки НДС 903;

• в графе 9 — код льготы согласно Справочнику других налоговых льгот налоговых льгот, утвержденному ГФС по состоянию на дату составления НН — «14060523».

• в графе 10 — объем поставки без учета НДС (сумма аванса). Детально — в материалах «Налоговая накладная – 2017: порядок заполнения» и «Новая налоговая накладная в образцах».

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

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

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

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

**Annex 3**

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**TERMS OF REFERENCE**

**Project name:** United Nations Recovery and Peacebuilding Programme (UN RPP)

**Assignment title:** National company for creative communication and awareness raising focusing on community security and redress mechanisms using instrument of comic books

**Country/place of implementation:** Ukraine, home-based

**Start date of the assignment:** August 2020

**Duration of the assignment:** up to 5 months

**Expected places of travel:** at least one travel to communities in the following oblasts: Dnipropetrovsk oblast, Donetsk Oblast (GCA), Zhytomyr Oblast and Luhansk Oblast (GCA) (with possibility of change due to mobility limitations)

**Name and position of Project Manager:** Community Security and Social Cohesion Component Lead

**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, 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 (UN RPP),** a multi-donor funded framework programme jointly implemented by four UN partnering agencies (UNDP, UN Women, FAO, UNFPA) in cooperation with the Government of Ukraine.

The United Nations Recovery and Peacebuilding Programme (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 Organisation of the United Nations (FAO).

Twelve international partners support the Programme: the European Union (EU), the European Investment Bank (EIB) and the governments of Canada, Denmark, Germany, Japan, the Netherlands, Norway, Poland, Sweden, Switzerland & the UK.

As an area-based programme specifically developed for the conflict-affected areas of eastern Ukraine, the UN 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 I: Economic Recovery and Restoration of Critical Infrastructure

Component II: Local Governance and Decentralisation Reform

Component III: 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 12 projects funded by 12 international partners.

The financial management of the following assignment is entrusted to the United Nations Development Programme (UNDP).

Component III supports conflict affected communities in improving community security, strengthening social cohesion, raising awareness and building capacities of communities to use redress mechanisms, to access justice, and to respond to community security concerns. These services are funded via the project funded by the Government of Netherlands.

According to latest UNDP’s annual Security and Justice Survey, foremost community security concerns, regardless proximity to contact line, are poverty and unemployment, followed by corruption and alcoholism. At the same time the survey shows that different groups may have different perspectives on security concerns in a given community. For example, in light of the most recent staying at home orders for prevention of pandemic COVID-19, a number of domestic violence cases grow. This leads to an increase in number of children at risk to witness and to be affected by domestic violence. At the same time, the number of reported to the police domestic violence cases has not increased significantly.

One of the mechanisms to respond to security challenges – is awareness raising and sensitization of population. The UN RPP recognizes importance of media in peacebuilding and promoting security and justice in the region. Media, employing various instruments, is an effective way to identify and develop narratives that can challenge dominant narratives about the conflict, and potentially help building dialogue. To identify and develop positive narratives, this assignment will utilize a more tailored approach to sensitization and awareness raising about youth, ex-combatants and their families, and domestic violence prevention and awareness for children. therefore, this Project will undertake a creative awareness raising campaign to focus on security challenges and redress mechanisms, targeting children, the youth, and ex-combatants and their families in communities in Dnipropetrovsk Oblast, Donetsk Oblast (GCA), Zhytomyr Oblast, and Luhansk Oblast (GCA). The UN RPP seeks a Company (hereinafter – Contractor), to successfully carry out the task.

**II. GOALD AND OBJECTIVES**

To undertake a creative awareness raising campaign focusing on personal and community security, and redress mechanisms, there has been chosen an instrument of a comic book. Comic book is a powerful instrument to communicate challenging social problems in an understandable and relatable way, that can reach diverse audiences. Moreover, fundamentally important to the comic book creation process is a story development. Stories in a real-life community setting will be used as a basis for this comic book series. Through visualising human stories, this assignment will aim at bridging various groups, specifically those directly affected by the conflict, those who are affected by other community security issues, and those who are not directly affected by personal and community security issues.

This assignment will focus on human stories from communities in Luhansk Oblast (GCA), Donetsk Oblast (GCA), Zhytomyr Oblast, and Dnipropetrovsk oblast.

**Objectives** of this assignment are:

1. Based on collected human stories, using conflict sensitive lenses, develop several comic book series that will focus on redress mechanisms, personal and community security around children, the youth, ex-combatants and their families.

2. Design in-print and digital only versions for each developed comic book series with an aim to reach diverse audiences.

**III. SCOPE OF WORK AND EXPECTED OUTCOMES**

To achieve successfully abovementioned objectives, Contractor is expected to carry out the following **tasks**:

1. Develop assignment **work plan** of the comic book creation; provide brief documented workplan to the UN RPP;

2. Develop comic books **concepts** (**personality profiles** of main characters that each comic book will feature and **shared setting** for the stories).

**Requirements** for each comic bookconcept:

* The main character in comic book №1 is a young person (age up to 25); the main character in the comic book №2 is an ex-combatant and family member/spouse of ex-combatant; the main character in the comic book №3 are children 5-7 grades, 10-13 years; the main character in the comic book №4 are children, 8-11 grades, 14-18 years
* At least 1 personality profile should be developed for 1 comic book
* Story setting should be common for all comic book series.

3. Collect and select **real-life stories** for the **script**

General **technical** **requirements** for real-life stories and script:

* Conflict sensitivity (‘Do no harm’) should be embedded into activities on each stage of real-life stories collection, selection, and development of script. The UN RPP will provide necessary materials and online learning materials to ensure conflict sensitivity lenses is effectively applied
* Create a pool of stories; collect at least three stories per each target group of: i) ex-combatants and their families, ii) youth, iii) children 5-7 grades, 10-13 years; iv) children 8-11 grades, 14-18 years;
* Conduct at least one meeting/online meeting with each person/group, that provides a real-life story;
* Write a script based on selected real-life stories, one script for each target group, documented scripts should be sent to the UN RPP;
* Each script should have the unique main character(s); main character(s) should share a setting; for example, a community “A” (i.e. town or amalgamated territorial community) is a shared setting for all comic book stories;
* Each script should clearly define the beginning, middle part and ending of each story;
* The Contractor should work in an inclusive manner, ensuring regular feedback mechanism and participation.

Since stories will be built around sensitive issues and the Contractor will work with sensitive issues, below are recommendations on how to collect real-life stories with regard to specific target group. General **requirements on collecting** real-life stories from target groups, specifically regarding ex-combatants and their families, and youth:

* Comic books series should focus around community reintegration challenges for ex-combatants/their families/spouses and should raise awareness to the target audiences about issues accompanying transition to civilian life
* The Contractor should find and establish contact with people whose stories are best fitted as a base for the script
* The Contractor should conduct a basic conflict analysis prior to selecting stories
* The Contractor might want to organize an information campaign targeting relevant people; messages and visibility used in information campaign should be approved by the UN RPP
* The UN RPP will support the Contractor in establishing contact with relevant stakeholders, NGOs, initiative groups, etc.
* Subsequent products of the Contractor’s work (listed in section of Deliverables) should be reviewed by people whose stories were used as a basis, in inclusive manner, ensuring regular feedback mechanism and participation, being guided by the principle “do no harm”.

General **requirements on collecting** stories on domestic violence prevention:

* Comic book series about children should raise awareness among school children (11-18 years) about domestic violence, response to domestic violence cases and domestic violence prevention;
* The Contractor will work in close cooperation with the UN RPP’s consultant on domestic violence prevention; the consultant will provide the Contractor with real-life stories and will assist the Contractor in script writing;
* The Contractor will participate in working group meeting with relevant experts, stakeholders, education institutions to discuss and review comic book script (the UN RPP will support the Contractor in establishing contact with them);
* The Contractor will take part in 2 focus-groups with children of grades 5-7 and 8-11 (at least 12 children in each group) with consultant on domestic violence prevention to discuss draft comic book scripts (can be carried out both online and offline);
* Subsequent products of the IC’s work (listed in section of Deliverables) will be reviewed by the consultant on domestic violence prevention, in inclusive manner, ensuring regular feedback mechanism and participation, being guided by the “do no harm” principle.

4. Draw a **storyboard** for all comic books series and present a layout to the UN RPP during a review meeting.

5. Present **comic book drafts** in a process as it gets pencilled, coloured, lettered – for 4 series of comic books. Each comic book should have not more than 50 pages. Final page count will be up to discussion with the IC.

6. Design comic book **cover**.

**Requirements** for **cover design:**

* Each comic book series should have unique cover design that would alternate depending on main character**.**

7. Prepare digital versions of a comic book series (4 digital versions) for using digital/online only.[[3]](#footnote-3) Digital version should be at minimum mobile friendly and should have a possibility to animate pages.

These were recommended sequence of work and tasks. The Contractor is welcome to amend the work sequence according her/his professional expertise and available resources. In order to achieve objectives and deliver above mentioned tasks, the Contractor should organise a team of professionals/experts. The team should include the several roles (in case one person attains one or more roles on the team, this should be justified in an application). Recommended roles on a team are the following: Writer, Editor, Artist, Letterer, Colourist, Marketer, Trainer/facilitator.

**IV. REQUIREMENTS FOR MONITORING/REPORTING**

The Contractor will work under overall supervision of the UN RPP Component Lead and under direct supervision of Community Mobilization Officer. The Contractor will participate in the working meetings (in person/online) and will share her/his work progress with a team of UN RPP representatives.

The Contractor should adhere to the system of monitoring, evaluation and quality control implemented by the UN RPP and provide the necessary information, reports and statistics according to the present schedule or as soon as possible (within a reasonable time).

The Contractor ought to follow all the UN RPP regulations on terminology and visibility guidelines, while producing all kind of materials, and get approvals from the UN RPP Communications unit.

All required documents be transmitted electronically (Formats of: \* .docx, \* .xlsx, \* .pptx, \* .pdf or in any other format where it is applicable and defined so) on electronic source or in the form of electronic communication. Documents should be written in Ukrainian. Each document should be written in Times New Roman font, 12 font size, 1,5 line and paragraph spacing. Review meetings will be used for work review and approval, monitoring, and commissioning work on next deliverables. Review meeting will be conducted online or via phone, if otherwise is not indicated. Review meetings will take up to 1 hr. Approval of documents will be made via email by the UN RPP representative.

The following deliverables will be provided by the IC:

|  |  |  |
| --- | --- | --- |
| **№ of Deliv.** | **Description of task** | **Estimated delivery date** |
| 1 | Documented work plan of comic book creation, reviewed and approved by the UN RPP, \*.docx format | up to 1 week after the assignment start |
| 2 | 2a - 4 drafts of personality profiles, reviewed and agreed with the UN RPP representatives, \*.docx format  2b – Draft of story setting; final story setting is reviewed and agreed with the UN RPP, \*.docx format | up to 4 weeks after the assignment start |
| 3 | At least 4 draft scripts for each target group (ex-combatants and their families, the youth, children (2 age groups) are finalised; the final scripts are reviewed by and agreed with the UN RPP, \*.docx format | up to 10 weeks after the start of assignment |
| 4 | 4a – at least 4 draft storyboards; final 4 storyboards are reviewed by and agreed with the UN RPP, \*.pdf format  4b – draft designs of printed comic book for each target group (ex-combatants and their families, youth, children (2 age groups), \*.pdf format  4c - draft design of e-book version of comic book for each target group (ex-combatants and their families, youth, children (2 age groups), \*.pdf format    *The* Contractor *and the UN RPP representatives will hold a review meeting for the deliverables so far and for upcoming work. All drafts and final designs should be approved by UN RPP Communications Unit.* | up to 12 weeks after the start of assignment |
| 5 | 5a) At least 4 drafts of comic book (pencilled, coloured, lettered); reviewed and agreed with the UN RPP, \*.pdf format  5b) At least 4 cover designs, reviewed and agreed with the UN RPP, \*.pdf format | up to 16 weeks after the start of assignment |
| 6 | 6a) Digital versions of a comic book series (4 digital versions) for using in online only shared with the UN RPP  6b) All rights for heroes, settings, stories, and final products are transferred to the UN RPP  All editable masterfiles should be shared with the UN RPP in Adobe formats (I.e. \*.indd, \*.ai, \*.pdf, etc.) | up to 20 weeks after the start of assignment |

**Proposed payment schedule**:

UN RPP will pay the negotiated amount in 6 tranches as per delivery of tasks outlined above. In the below there are % of the total budget (tranches) which shall be paid after the deliverables:

Upon completion of Deliverable 1 – 10% of the total payment

Upon completion of Deliverable 2, 3 – 40% of the total payment

Upon completion of Deliverable 4 – 20% of the total payment

Upon completion of Deliverable 5 – 20% of the total payment

Upon completion of Deliverable 6 – 10% of the total payment

Payments will be processed upon full completion and acceptance of contractual obligations where Component lead signs certification of acceptance. When submitting financial proposal, the Contractor should review the proposed sequence of deliverables according to the **work plan**.

**V. EXPERIENCE AND QUALIFICATION REQUIREMENTS**

1. An officially registered legal entity (commercial, non-profit, nongovernmental, public, etc.); for Ukrainian bidders’ registration should be in Government controlled area of Ukraine
2. Proven experience in the field of creating comic books, visual storytelling, design and related fields - at least 3 implemented projects
3. Education level for at least Bachelors degree
4. Experience in creating digital comic books will be an asset
5. Proven experience with projects on an intersection of creative and social spheres (e.g. design products created to raise awareness, to inform, etc.) - at least 1 implemented project
6. At least two positive references from former clients
7. Previous experience with the UN or other international organizations would be an asset

**Documents to be included when submitting the proposals:**

|  |  |
| --- | --- |
|  | **Information about entity / organization** in form of organizational profile that should include at minimum organization name, age, brief history, specialty area, scope of work and current activities, registration status, number of permanent staff and overview of their specialty areas, partners, link to more information) |
|  | **Portfolio** that should include:  - at least three examples of implemented projects i.e., comic books, visual storytelling (link, sample);  - if available, at least 1 example of digital comic book (link);  - at least 1 example of relevant project on the intersection of creative and social spheres (link, sample);  - examples of other work relevant to the task that was done by the Contractor (link, samples, etc.). |
|  | Proposed Approach to comic book creation that should describe a logic for work and estimated timeline; proposed approach should adhere to objectives and overall recommendations in this ToR but can be change in terms of a sequence of tasks |
|  | Proposed **team composition** and CVs for each team member:  - team composition should include team leader and team members;  - team composition should clearly state team members’ role(s) (if more than one role on the team);  - team composition should be supported by CV of each team member and team leader; each CV should clearly state person’s role on the team and should clearly reflect relevant to the role on the team experience. |
|  | Financial proposal, according to deliverables |
|  | At least two positive references from previous clients, incl. contact details from referees |

**Incomplete applications will not be considered. Please make sure you have provided all requested materials.**

**Financial proposal**

**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**  ***[list them as referred to in the RFP]*** | ***Percentage of Total Price (Weight for payment)*** | ***Amount, currency, excl. VAT*** |
| Delivery of output 1 |  |  |
| Delivery of outputs 2, 3 |  |  |
| Delivery of outputs 4 |  |  |
| Delivery of outputs 5 |  |  |
| Delivery of output 6 |  |  |
| **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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***№*** | ***Activity/Costs*** | ***Unit*** | ***Number*** | ***Cost per unit, currency*** | ***Amount, currency excl. VAT*** |
| **1** | **Personnel** |  |  |  |  |
| 1.1 | Team Leader | 1 day of work |  |  |  |
| 1.2 | Team member (role on the team) #1 |  |  |  |  |
| 1.3 | Team member (role on the team) #2 |  |  |  |  |
| … | … |  |  |  |  |
| **2** | **Administration Costs (if necessary)** |  |  |  |  |
| 2.1 | Communications (telephone/Internet) |  |  |  |  |
| 2.2 | Other (if any - to define clearly activities/costs) |  |  |  |  |
| **…** |  |  |  |  |  |
| **3** | **Travel and Lodging** |  |  |  |  |
| 3.1 | Daily Allowance | Day |  |  |  |
| … | **…** |  |  |  |  |
| 4 | **Other costs (if any - to define clearly activities/costs)** |  |  |  |  |
| 4.1 | Branding and design |  |  |  |  |
| 4.2 | Social media advertisement |  |  |  |  |
| … | … |  |  |  |  |
|  | **Total** (please indicate currency) |  |  |  |  |

**VI. EVALUATION CRITERIA**

**Evaluation and comparison of proposals**

A two-stage procedure is utilized in evaluating the proposals, with 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 passed the 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 below Evaluation Criteria.

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

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

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

**Evaluation and comparison of proposals**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summarized evaluation form of the technical proposal** | | **Share of evaluation** | **Maximum score** | **Company / Other organization** | | | |
| 1 | Experience of the company / organization that submits proposal | 25% | 175 |  |  |  |  |
| 2 | Proposed work plan, methodology and approach | 45% | 315 |  |  |  |  |
| 3 | Staff and invited experts / consultants | 30% | 210 |  |  |  |  |
|  | **Total score** | **100%** | **700** |  |  |  |  |
|  | **Remarks** |  |  |  |  |  |  |

Technical evaluation forms are provided at the next pages. The maximal points obtainable as per each criterion indicate the relative importance or score weight in general evaluation process.

**Technical Evaluation Forms:**

Form 1. Experience of the company / organization submitting the proposal

Form 2. Proposed work plan, methodology and approach

Form 3. Team leader and team members

Technical proposal includes the following criteria and corresponding points:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Evaluation of technical proposals**  **Form 1** | | **Maximum score** | | **Company / Other organization** | | |
| **А** | **В** | **С** |
| **Experience of the company / organization submitting the proposal** | | | | | | |
| 1.1 | Proven experience in the field of creating comic books, visual storytelling, design and related fields - at least 3 implemented projects  There is a substantial experience - 6 projects and more – 60 points  There is good experience - 5-4 project – 45 points  There is some experience – 3 projects and less – 30 points | 60 |  | |  |  |
| 1.2 | Experience in creating digital comic books  There is a substantial experience – 4 digital comic books created – 60 points  There is good experience – 2-3 digital comic books created – 50 points  There is some experience of working – 1 digital comic books created – 40 points  There is no experience in digital comic books creating – 30 points | 60 |  | |  |  |
| 1.3 | Proven experience with projects on an intersection of creative and social spheres (e.g. design products created to raise awareness, to inform, etc.) - at least 1 implemented project  There is a substantial experience – 4 and more projects implemented – 55 points  There is good experience – 3-2 projects implemented – 40 points  There is some experience – 1 project implemented – 20 points | 55 |  | |  |  |
| **Total score for Form 1** | | **175** | |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Evaluation of the Technical Proposal**  **Form 2** | | **Maximum score** | **Company/other organization** | | | | |
| **A** | | **B** | **C** | |
| **The proposed work plan, methodology and approach** | | | | | | | |
| 2.1 | Does Approach to comic book creation meet the objectives, scope of work, and overall recommendations?  The Approach is written in logical steps, corresponding to the scope of work and overall recommendations and demonstrates an understanding of objectives assignment, and demonstrates creative approach to the task – 70 points  The Approach is written in logical sequence, corresponding to the scope of work and overall recommendations – 70 points  The Approach is written in logical sequence, corresponding to the scope of work – 60 points  The Approach correspond to overall objective, but requires more editing – 55 points | 70 |  |  | | |  |
| 2.2 | How well developed, reasonable and reliable is the methodology of implementation of Services?  The methodology includes thorough criteria that demonstrate its feasibility – 120 points  The methodology logically describes a sequence of works – 100 points  The methodology was developed with an incomplete understanding of current realities and compliance with the tasks – 70 points | 120 |  |  | | |  |
| 2.3 | How well developed and reliable is the approach to the organization of services to create requested product? The organization has shown perfect approach which fully complies with reality - 125 points  Good approach, but low reliability on realism - 100 points The developed approach contains separate inconsistencies - 70 points | 125 |  |  | | |  |
|  | **Total score on Form 2** | 315 |  |  | | |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation of the Technical Proposal**  **Form 3** | | **Maximum score** | **Company/other organization** | | |
| **A** | **B** | **C** |
| **Team leader and team members** | | | | | |
|  | **Team Leader** |  |  |  |  |
| 3.1 | Relevant education (at least Bachelors)  Masters and higher - 30  Bachelors – 25 | 30 |  |  |  |
| 3.2 | Experience of project management and leadership, coordination of teams, networks of partners, etc.  Substantial experience for 3 years and more years – 30 points  Good experience for 2 years – 25 points  Some experience for 1 year or less – 15 points | 30 |  |  |  |
| 3.3 | Experience in comic book creation, design, visual storytelling and related  substantial experience for 3 years and more years – 30 points  Good experience for 2 years – 25 points  Some experience for 1 year or less – 15 points | 30 |  |  |  |
|  | Interim score by criteria 3.1 – 3.3 | 90 |  |  |  |
|  | **Team members** |  |  |  |  |
| 4.1 | Team composition is well developed: team members’ skills and expertise are highlighted in their CVs, and match a role on the team  Team composition is well developed for the scope of work, each team member holds a role on the team that corresponds to her/his skills and expertise highlighted in the CV - 60  Team composition is well developed for the scope of work, however not all the team members hold a role on the team that corresponds to her/his skills and expertise highlighted in the CV - 50  Team composition is well developed for the scope of work; however, it is unclear the role of each team member - 40  Team composition is developed but needs more editing – 30 | 60 |  |  |  |
| 4.2 | Team members have relevant education (Bachelors and higher) that corresponds to the role a person holds on the team  All team members have relevant education - 60  Most of the team members have relevant education - 50  Some of the team members have relevant education - 40  Minority of team members have relevant education - 30 | 60 |  |  |  |
|  | Interim score by criteria 4.1 – 4.2 | 120 |  |  |  |
|  | **Total score on Form 3** | 210 |  |  |  |

**Annex 4**

**Model Contract**

|  |  |  |  |
| --- | --- | --- | --- |
| UNDP logo**Договір на надання Товарів та/або Послуг**  **між Програмою розвитку Організації Об'єднаних Націй та** | | UNDP logo**Contract for Goods and/or Services**  **Between the United Nations Development Programme and** | |
| **1. Країна, у якій будуть постачатись Товари та/або надаватись Послуги**: Україна | | 1. **Country Where Goods Will be Delivered and/or Services Will be Provided**:Ukraine | |
| 2. **ПРООН** [ ]Запит цін[Х]Запит пропозиції[ ]Запрошення на участь у конкурсі [ ] укладення прямих договорів  Номер та дата: | | 2. **UNDP** [ ]Request for Quotation[X ]Request for Proposal[ ]Invitation to Bid [ ] direct contracting    Number and Date: | |
| 3. **Посилання на номер договору (напр., номер присудження**  **договору):** | | 3. **Contract Reference (e.g. Contract Award Number)**: | |
| 4. **Довгострокова угода**: Ні | | 4. **Long Term Agreement**: No | |
| 5. **Предмет Договору**: [ ] товари [ X ] послуги [ ] товари *та* послуги | | 5. **Subject Matter of the Contract**: [ ] goods [Х] services [ ] goods *and* services | |
| 6. **Тип Послуг:** | | 6. **Type of Services:** | |
| 7. **Дата початку Договору**: | 8. **Дата завершення Договору**: | 7. **Contract Starting Date**: | 8. **Contract Ending Date**: |
| 9. **Загальна сума Договору**:  9a. **Передплата**: Не застосовується | | 9. **Total Contract Amount**:  9a. **Advance Payment**: Not applicable | |
| 10. **Загальна вартість Товарів та/або Послуг:**  [ ] **менше 50 000 дол. США (лише Послуги)** – застосовуються Загальні умови ПРООН для базових (незначних) договорів  [ ] **менше 50 000 дол. США (Товари *або* Товари та Послуги)** – застосовуються Загальні умови ПРООН для договорів  [ ] **50 000 дол. США або більше (Товари *та/або* Послуги)** – застосовуються Загальні умови ПРООН для договорів | | 10. **Total Value of Goods and/or Services**:  [ ] **below US$50,000 (Services only)** – UNDP General Terms and Conditions for Institutional (de minimis) Contracts apply  [ ] **below US$50,000 (Goods *or* Goods and Services)***–* UNDP General Terms and Conditions for Contracts apply  [ ] **equal to or** **above US$50,000 (Goods *and/or* Services)** *–* UNDP General Terms and Conditions for Contracts apply | |
| 11. **Метод оплати:** [ Х] тверда (фіксована) ціна [ ] відшкодування витрат | | 11. **Payment Method:** [X] fixed price [ ] cost reimbursement | |
| 12. **Назва(Ім'я) Підрядника**: | | 12. **Contractor’s Name**: | |
| 13. **Ім'я контактної особи Підрядника**:  Посада: керівник  Адреса:  Номер телефону:  Факс:  Email: | | 13. **Contractor’s Contact Person’s Name**:  Title  Address:  Telephone number:  Fax:  Email: | |
| **14. Ім'я контактної особи ПРООН:**  Посада:  Адреса:  Тел.: +380 508002879  Email: | | 14. **UNDP Contact Person’s Name**:    Title:  Address:  Telephone number  Email: | |
| 15. **Банківський рахунок Підрядника, на який будуть перераховуватись платежі:**  Отримувач:  Назва рахунку:  Номер рахунку:  Назва банку:  МФО  ЄДРПОУ | | 15. **Contractor’s Bank Account to which payments will be transferred**:  Beneficiary:  Account name:  Account number:  Bank name:  Bank address:  MFO  EDRPOU | |
| Даний Договір складається з наступних документів, які, у разі виникнення конфлікту між ними, мають перевагу один перед одним у наступному порядку:   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.   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.  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.  **НА ПОСВІДЧЕННЯ ЧОГО,** нижчепідписані, належним чином уповноважені на це представники Сторін, підписали цю Угоду від імені Сторін у місці та в день, що вказані нижче | | This Contract consists of the following documents, which in case of conflict shall take precedence over one another in the following order:   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.   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.  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.  **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. | |
| **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: |  |

1. *This serves as a guide to the Service Provider in preparing the Proposal.*  [↑](#footnote-ref-1)
2. *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*  [↑](#footnote-ref-2)
3. You may find sample of digital comic book for genre of non-fiction at comixology.com. Specific titltes to look for are “After the Spring: A Story of a Tunisian Youth”, “The Castaways”, “Beirut Won’t Cry”. [↑](#footnote-ref-3)