



## REQUEST FOR PROPOSAL (RFP)

All interested	DATE: August 7, 2020
	REFERENCE: 288-2020-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of **Development and running of entrepreneurship promotion campaign "Big Stories of Small Businesses"**.

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

Proposals may be submitted on or before **11:59 AM (Kyiv time) Monday, August 24, 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 20 MB in size**. Offers larger than 20 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 20 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: **"288-2020-UNDP-UKR-RFP-RPP"** and **"Development and running of entrepreneurship promotion campaign "Big Stories of Small Businesses"**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Sukhrob Kakharov*

Mr. Sukhrob Kakharov,

Operations Manager

UNDP Ukraine

07-Aug-20

A.D.

## Description of Requirements

Project name:	UN Recovery and Peacebuilding Programme, Economic Recovery and Restoration of Critical Infrastructure Component
Brief Description of the Required Services	The “Big Stories of Small Businesses” entrepreneurship promotion campaign was designed to showcase the success stories of people who have managed to start or maintain a business and lead it through a COVID-19 pandemic, provide employment to others, and contribute to the development of their communities. This year the campaign highlights the resilience of MSMEs in the target oblasts through motivational videos, in order to inspire and motivate others to set up or restart their worn businesses. Since 2016, 45 such video stories were filmed and disseminated through various media channels, including social networks, TV and online press.
The overall objective	The overall objective of this assignment is to develop and run an entrepreneurship promotion campaign in Luhansk, Donetsk (GCAs) and Zaporizhzhia oblasts (areas along the Azov sea coast) that will help to raise awareness about micro, small and medium enterprises (MSMEs) as a key factor of providing socio-economic recovery and resilience of the target oblasts of Ukraine, creating income-generating opportunities for the conflict-affected population.
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	December 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

	<p>Exchange Rate prevailing at the time of invoicing. For details please see: <a href="http://treasury.un.org">http://treasury.un.org</a></p> <p><input type="checkbox"/> Euro</p> <p><input checked="" type="checkbox"/> UAH</p>
Value Added Tax on Price Proposal	<p><input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line), if applicable</p> <p><input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes</p>
Validity Period of Proposals (Counting for the last day of submission of quotes)	<p><input type="checkbox"/> 30 days</p> <p><input type="checkbox"/> 60 days</p> <p><input checked="" type="checkbox"/> 90 days</p> <p><input type="checkbox"/> 120 days</p> <p>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.</p>
Partial Quotes	<p><input checked="" type="checkbox"/> Not permitted</p> <p><input type="checkbox"/> Permitted</p>
A pre-proposal conference will be held on:	<p>Pre-Bidding Conference will be held on <b>14-Aug-2020 at 15-00 pm</b> 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:  <b>procurement.rpp.ua@undp.org</b>          Attn: Procurement Unit          Subject: 288-2020-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration</p>
Payment Terms	<p>The contractor is invited to assess the complexity of work on the implementation by each of these Deliverables, and to offer the customer the preferred percentage of the total proposed value of the contract. Proposed by UNDP payment schedule:</p> <ul style="list-style-type: none"> <li>- 20% upon deliverable 1 completion;</li> <li>- 20% upon deliverable 2 completion;</li> <li>- 20% upon deliverable 3 completion;</li> <li>- 30% upon deliverable 4 completion;</li> <li>- 10% upon deliverable 5 completion.</li> </ul> <p>Payment terms: Not later than thirty (30) days as of meeting the following conditions:</p> <ul style="list-style-type: none"> <li>a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs;</li> <li>b) Receipt of invoice from the Contractor.</li> </ul>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<p>Programme Coordinator, Economic Recovery and Restoration of Critical Infrastructure, UN RPP</p>
Type of Contract to be Signed	<p><input type="checkbox"/> Purchase Order</p> <p><input type="checkbox"/> Institutional Contract</p> <p><input checked="" type="checkbox"/> Contract for Goods and/or Services</p> <p><input type="checkbox"/> Long-Term Agreement</p> <p><input type="checkbox"/> Other Type of Contract</p>

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	<b><u>Technical Proposal (70%)</u></b> <input checked="" type="checkbox"/> Experience of the company/organization submitting the proposal 18% <input checked="" type="checkbox"/> Proposed work plan, methodology and approach 26% <input checked="" type="checkbox"/> Personnel and invited experts/consultants 56% <b><u>Financial Proposal (30%)</u></b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Contractor <input type="checkbox"/> One or more Contractors, depending on the following factors:
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions - Available through the Link: <a href="https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">https://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a> <input checked="" type="checkbox"/> Detailed TOR and Evaluation Criteria (Annex 3) <input checked="" type="checkbox"/> Contract for Goods and/or Services template (Annex 4)
Contact Person for Inquiries (Written inquiries only) <sup>1</sup>	<i>Procurement Unit</i> <i>UNDP Ukraine</i> <a href="mailto:procurement.rpp.ua@undp.org">procurement.rpp.ua@undp.org</a>  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.
Documents to be submitted in proposal	<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"/> A letter of interest/letter of offer, which outlines previous experience in implementing similar projects and the competitive advantages of the applicant company; <input checked="" type="checkbox"/> A concept note with a brief approach for completing the task, implementation/communication plan and the portfolio of works; <input checked="" type="checkbox"/> Organization's profile (date of creation, size, number of staff/consultants, description of key staff) setting out previous experience in implementing similar projects. <input checked="" type="checkbox"/> CVs of project team members, including the information on experience in implementing similar projects/objectives (references required), as well as

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

	<p>certification of team members availability if the contractor would be selected for this project</p> <p><input checked="" type="checkbox"/> At least two reference letters from previous customers/clients/partners on similar projects reflecting the nature of projects implemented, their results, and the role of the applicant company</p> <p><input checked="" type="checkbox"/> <b>Financial proposal (must be password protected and provided in separate archive. Don't provide password unless requested and don't include password to letter with technical proposal part).</b></p>
Other Information Related to the RFP	<p><b><u>Administrative Requirements:</u></b></p> <p>Submitted offers will be reviewed on "Pass" or "Fail" basis to determine compliance with the below formal criteria/ requirement/s:</p> <ul style="list-style-type: none"> <li>✓ Offers must be submitted within the stipulated deadline</li> <li>✓ Offers must meet required Offer Validity</li> <li>✓ Offers have been signed by the proper authority</li> <li>✓ Offers include requested company/organization documentation, including documentation regarding the company/organization's legal status and registration</li> <li>✓ Offers must comply with general administrative requirements:</li> </ul> <p><b><i>An organization submitting a proposal:</i></b></p> <ol style="list-style-type: none"> <li>1. Organization/company with the valid Registration (for Ukrainian companies – the registration needs to be obtained at the territory controlled by the Government of Ukraine).</li> <li>2. Experience in conducting public commercial and social awareness or media campaigns, including presentation of them at national or international video festivals (at least 2 advertising campaigns were conducted and at least 3 regions were covered during the last 3 years);</li> <li>3. Experience in film or video commercials production (at least three examples provided);</li> <li>4. Availability of relevant equipment to perform the works;</li> <li>5. Availability of qualified personnel to perform the works:</li> </ol> <p><u>The Contractor must have a team of at least four professionals with the following roles and required qualifications:</u></p> <p><b>Team Leader/Project Manager:</b></p> <ol style="list-style-type: none"> <li>1. Master's or equivalent degree in Management, Social Science, Psychology, Marketing, Communications, Advertising or other relevant education;</li> <li>2. At least 3 years of experience of project and team management;</li> <li>3. At least 3 years of experience in conducting public awareness or advertising campaigns;</li> <li>4. Fluent Ukrainian/Russian and working level of English language.</li> </ol> <p><b>Project/Communications Assistant:</b></p> <ol style="list-style-type: none"> <li>1. Bachelor's or equivalent degree in Social Science, Marketing, Philology, Communication, Advertising or other relevant education;</li> <li>2. At least 3 years of proven experience in social media marketing and advertising;</li> <li>3. At least 3 years of proven experience in conducting public</li> </ol>

	<p>awareness/advertising campaigns;</p> <p>4. Fluent Ukrainian/Russian and working level of English language.</p> <p><b>Graphic designer</b></p> <ol style="list-style-type: none"><li>1. At least two years of relevant experience in graphic design production/publishing;</li><li>2. Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.</li></ol> <p><b>Videographers (at least five persons):</b></p> <ol style="list-style-type: none"><li>1. At least 3 years of proven experience in design and video commercials' production;</li><li>2. At least 2 years of proven experience in participating in public awareness/advertising campaigns;</li></ol> <p>Other information is available on <a href="http://procurement-notice.undp.org">http://procurement-notice.undp.org</a>;</p> <p>For the information, please contact <a href="mailto:procurement.rpp.ua@undp.org">procurement.rpp.ua@undp.org</a></p>
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**FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>2</sup>*****(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>3</sup>)***

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the 288-2020-UNDP-UKR-RFP-RPP dated August 7, 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**

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

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

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

licenses, certifications, accreditations (If any);	
Business Licenses – Registration Papers, Tax Payment Certification, etc	EDRPOU, ID tax number Copies of State registration and Tax registration should be attached
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
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	

Work performed as a contractor on construction works of a similar nature over the last 3 years:

#	Project name	Name of the Customer and contact details	Description of work	Contract amount (USD)	Actual date of completion
1					
2					
3					
...					

Available personnel to perform the work:

#	Name of Personnel	Proposed position	Qualification	Work experience in years	Status (permanent /temporary)
1					
2					
3					
...					

List of available equipment to perform the work:

#	Name of equipment	Capacity	Condition (good/need repair)	Own/rented
1				
2				
3				
...				

## **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. A concept note with a brief approach for completing the task, implementation/communication plan and the portfolio of works.**
- 2. A timeline detailing how the required results will be achieved/completed within the required timeline**

## **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 Task Force Experts as well as contact details for referees;**
- e) Written confirmation from each team member that they are available for the entire duration of the contract.**

- 1) Project Team Leader**
- 2) Team of experts**

## Financial Proposal

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

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

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

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

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

### A. Cost Breakdown per Deliverables\*

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

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

<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Amount, currency, excl. VAT</b>
Delivery of output 1	20%	
Delivery of output 2	20%	
Delivery of output 3	20%	
Delivery of output 4	30%	
Delivery of output 5	10%	
<b>Total</b> (please indicate currency)		

*\*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><b>Nº</b></i>	<i><b>Activity/Costs</b></i>	<i><b>Unit</b></i>	<i><b>Number</b></i>	<i><b>Cost per unit, currency</b></i>	<i><b>Amount, currency excl. VAT</b></i>
<b>1</b>	<b>Personnel</b>				
1.1	Team Leader/Project Manager	1 month of work			
1.2	Project/Communications Assistant	1 month of work			
1.3	Graphic designer	1 month of work			
1.4	Videographer 1	1 month of work			
1.5	Videographer 2	1 month of work			
1.6	Videographer 3	1 month of work			
	Videographer 4	1 month of work			
1.7	Videographer 5	1 month of work			
...	...				
<b>2</b>	<b>Administration Costs (if necessary)</b>				
2.1	Communications (telephone/Internet)				
2.2	Other (if any - to define clearly activities/costs)				
...	...				
<b>3</b>	<b>Travel and Lodging</b>				
3.1	Daily Allowance	Day			
...	...				
<b>4</b>	<b>Other costs (if any - to define clearly activities/costs)</b>				
...	...				
	<b>Total (please indicate currency)</b>				

*[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 288-2020-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 графе 3.3 раздела В — код услуги согласно ГКПУ. Графа 3.3 заполняются на всех этапах поставки услуг;
- в графе 4 и 5 — единица измерения услуг;
- в графе 6 — количество (объем) поставки услуг;
- в графе 7 — цена поставки единицы услуги без учета НДС;
- в графе 8 — указывается код ставки НДС 903;
- в графе 9 — код льготы согласно Справочнику других налоговых льгот налоговых льгот, утвержденному ГФС по состоянию на дату составления НН — «14060523»;
- в графе 10 — объем поставки без учета НДС (сумма аванса). Детально — в материалах «Налоговая накладная – 2017: порядок заполнения» и «Новая налоговая накладная в образцах».

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

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

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

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



## TERMS OF REFERENCE

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

**Project description:** Development and running of entrepreneurship promotion campaign “Big Stories of Small Businesses”

**Country/place of implementation:** government-controlled areas of Luhansk, Donetsk and Zaporizhzhia oblasts, Ukraine

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

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

**Duration of the assignment or end date (if applicable):** 5 months

**Supervisor’s name and functional post:** 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, Luhansk and Zaporizhzhia 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 peacebuilding 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.

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

1. Enhance local capacity for gender-responsive decentralization and administrative reforms to improve governance, local development and the delivery of services;
2. Stimulate employment and economic growth by providing assistance to Micro, Small and Medium Enterprises (MSMEs) development through demand-driven business development services and professional skills training;
3. Enhance social cohesion and reconciliation through the promotion of civic initiatives;
4. Support sectoral reforms and structural adjustments in the health, education and critical public infrastructure to mitigate the direct impacts of the conflict.

The “Big Stories of Small Businesses” entrepreneurship promotion campaign was designed to showcase the success stories of people who have managed to start or maintain a business and lead it through a COVID-19 pandemic, provide employment to others, and contribute to the development of their communities. This year the campaign highlights the resilience of MSMEs in the target oblasts through motivational videos, in order to inspire and motivate others to set up or restart their worn businesses. Since 2016, 45 such video stories were filmed and disseminated through various media channels, including social networks, TV and online press.

## II. MAIN OBJECTIVES OF THE ASSIGNMENT

The overall objective of this assignment is to develop and run an entrepreneurship promotion campaign in Luhansk, Donetsk (GCAs) and Zaporizhzhia oblasts (areas along the Azov sea coast) that will help to raise awareness about micro, small and medium enterprises (MSMEs) as a key factor of providing socio-economic recovery and resilience of the target oblasts of Ukraine, creating income-generating opportunities for the conflict-affected population.

Specifically, the Contractor shall implement the following tasks:

- To develop a comprehensive information strategy with monitoring and evaluation forms (the patterns will be provided by UN RPP but needs to be adapted to this specific project) including output and outcome indicators to measure the effectiveness of the information campaign that will cover key Programme’s entrepreneurship support activities (business grants for the conflict-affected people to launch, recover or develop a business; business skills training programme; business promotion events);
- To develop operational documents: implementation plan with established deadlines, indicators, clarified activities, roles and responsibilities; information on partners involved, etc.;
- To select participants/main characters for videos (the wider list of entrepreneurs will be provided

by UN RPP) and agree them with UN RPP (in total 15 videos about entrepreneurs, specific technical requirements are provided in the section '**Requirements for videos, social TV and radio commercial**);

- To develop and produce in total 15 high-quality (HD) promotional videos with English subtitles for internet resources and social networks (specific technical requirements are provided in the section '**Requirements for videos, social TV and radio commercial**);
- To design the campaign's dedicated project page on UN RPP's [business information online platform](#). The project page should have photo stories about all 15 entrepreneurs, 5 publications on running a business in eastern Ukraine (texts will be provided by UN RPP) with quizzes (to be developed by the Contractor) and infographic materials (to be developed by the Contractor) and the option to vote for the best video. The access to the platform will be provided by UN RPP;
- To adapt 3 promotional videos (out of 15, based on the online voting on UN RPP's business information online platform) for a social TV advertisement at the national and regional TV channels (based on TV channels' readiness to broadcast this type of social ad);
- To adapt 3 videos (out of 15, based on the online voting on UN RPP's business information online platform) with Ukrainian subtitles and rotate them at intercity speed trains for at least one month;
- To adapt 3 videos (out of 15, based on the online voting on UN RPP's business information online platform) with Ukrainian subtitles and rotate them at the big outdoor screens in Donetsk (at least three screens in total: one in Kramatorsk, one in Sloviansk and one in Mariupol), Luhansk (at least two screens in total: one in Sievierodonetsk and one in Lysychansk or Rubizhne or Kreminna) and Zaporizhzhia (at least two screens: one in Berdiansk, one in Melitopol) oblasts for at least one month;
- To adapt 3 videos (out of 15, based on the online voting on UN RPP's business information online platform) with Ukrainian subtitles and rotate them in the shopping malls in Donetsk, Luhansk and Zaporizhzhia oblasts for at least one month (at least one shopping mall in each oblast);
- To develop and produce one backstage video about the campaign (specific technical requirements are provided in the section '**Requirements for videos, social TV and radio commercial**);
- To present all 15 promotional videos at least at one national or international social advertisement festival (offline or online);
- To provide, upon the request of the UN RPP staff, all the required information as to the implementation progress.

**The overall objectives of the entrepreneurship promotion campaign are the following:**

- To motivate people to become entrepreneurs, create new jobs and help their communities to develop;
- To create a positive image of entrepreneurs as people who actively support the economic development of the conflict-affected region and bring socio-economic resilience in crisis times;
- To promote the role of the UN Recovery and Peacebuilding Programme, the European Union and the governments of Poland, Japan and Denmark in helping to recover the socio-economic situation in the conflict-affected eastern Ukraine.

**It is envisaged that the videos shall:**

- Demonstrate a variety of business opportunities for the conflict-affected people, providing examples and success stories of micro, small and medium entrepreneurs;
- Demonstrate MSMEs' contribution to the fight against COVID-19 pandemic and their overall resilience in crisis times;
- Highlight the success of micro, small and medium entrepreneurs in helping to rebuild and develop the conflict-affected communities;
- Demonstrate the role of the UN Recovery and Peacebuilding Programme, the European Union and the governments of Japan and Poland in the process of fostering entrepreneurship and creating new jobs for the conflict-affected people in eastern Ukraine.

**REQUIREMENTS AND CONDITIONS FOR INFORMATION CAMPAIGN**

**For videos on entrepreneurship promotion:**

- The main characters of the videos should be the conflict-affected women and men who benefitted from the Programme's business support activities in Donetsk, Luhansk and Zaporizhzhia oblasts;
- The list of persons who benefitted from the Programme's business support activities shall be provided by UN RPP;
- The list of selected participants/main characters should be agreed with UN RPP;
- Each video on entrepreneurship promotion should have a documentary format and be gender and conflict/crisis-sensitive and comply with the [UNDP Code of Ethics](#);
- Scenarios for videos should be agreed with UN RPP;
- Each video should align with UN RPP communication requirements (the requirement will be provided by UN RPP).

### III. SCOPE OF WORK AND EXPECTED OUTPUTS

During –the contract assignment the Contractor will perform the following tasks agreed with the Programme.

#### 1. General information campaign concept development

1.1 To develop and agree with the Programme information strategy, operation action plan, as well as monitoring and evaluation guidelines.

##### **Outputs:**

- Operational documents containing the following elements: operational program implementation plan with established deadlines, indicators, clarified roles and responsibilities; list of selected videographers and information on partners involved;
- Concept of videos containing the following elements: detailed scenario of each video, list of the persons (50% women, 50% men) to be involved in video shooting, key messages;
- Information strategy containing information on target group (IDPs, local population, Programme partners, beneficiaries, etc); resources that will be engaged; timeline of stages of informational campaign development and their objectives;
- Monitoring and evaluation system: evaluation forms aimed to define the impact of strategy on target groups (IDPs, local population, Programme partners, beneficiaries, etc), and the method to analyze them established;
- An inception report containing all operational documents, informational guidelines, evaluation forms addressing qualitative and quantitative indicators, list of selected videographers and beneficiaries.

Estimated implementation period: within calendar 20 days after contract assignment date.

#### 2. Videos on entrepreneurship promotion ("success stories")

2.1. To produce and agree with UN RPP 15 (fifteen) different promotional videos (up to 3 minutes each) and 3 (three) professional high-quality photos from each filming location for further dissemination through different media resources. The videos should cover following topics: women in business; family-oriented business, response to COVID-19 pandemic and business focused on one or more of the following value chains: textile and clothing, ceramics, hospitality industry, food processing, farming, industry and engineering services.

##### **Outputs:**

- *Operational documents*: operational program implementation plan with established deadlines and schedule of trips to the region for shooting videos; information on partners involved;
- *The videos on entrepreneurship promotion in Donetsk oblast*: 6 videos about entrepreneurs running a business in Donetsk oblast, possibly including from the area close to the contact line – (within 10 km zone from the contact line) 3 enterprises run by women, 3 by men. Each video must be gender/conflict/crisis-

sensitive, have English subtitles and contain a visual representation of the UN RPP, the European Union, and the governments of Japan, Poland and Denmark.

- *The videos on entrepreneurship promotion in Luhansk oblast:* 5 videos about entrepreneurs running a business in Luhansk oblast, including in the area close to the contact line (3 enterprises run by women, 2 by men). Each video must be gender/conflict/crisis-sensitive, comply with the [UNDP Code of Ethics](#), have English subtitles and contain a visual representation of UN RPP, the European Union, and the governments of Japan, Poland and Denmark.
- *The videos on entrepreneurship promotion in Zaporizhzhia oblast (Azov coast area):* 4 videos about entrepreneurs running a business in the Azov coast area in Zaporizhzhia oblast (2 enterprise run by women, 2 by men). Each video must be gender/conflict/crisis-sensitive, comply with the [UNDP Code of Ethics](#), have English subtitles and contain a visual representation of UN RPP, the European Union, and the governments of Japan, Poland and Denmark.

Estimated implementation period: Within calendar 60 days after the contract start date.

### **3. Backstage video on the entrepreneurship promotion campaign**

3.1. To produce and agree with UN RPP a backstage video in Ukrainian (up to 3 minutes) with English subtitles about the entrepreneurship promotion campaign that will be disseminated through popular online resources, national/international social advertisement festival and presented to the Programme partners.

#### ***Outputs:***

- Concept of video containing the following elements: detailed scenario of video and key messages;
- The video should cover the most inspiring and motivating shots from all 15 videos and contain backstage shots from the filming processes;
- The video must be gender/conflict/crisis-sensitive, comply with the [UNDP Code of Ethics](#), have English subtitles and contain a visual representation of UN RPP, the European Union and the governments of Japan, Poland and Denmark.

Estimated implementation period: Within calendar 100 days after the contract start date.

### **4. Information campaign in media**

4.1. To launch an extensive information campaign on entrepreneurship promotion through national/international social advertisement festival, popular online resources, intercity trains and regional shopping malls and city outdoor screens.

#### ***Outputs:***

- To develop and agree with UN RPP a visual concept of the promotional campaign (banners for web, Facebook, Instagram and Twitter);
- To design and launch nationwide online voting for the best promotional video on UN RPP's [business information online platform](#). The access to the platform will be provided by UN RPP;
- 15 promotional videos and one backstage video presented at national or international social advertisement festival;
- 3 out of 15 videos received the status of social advertisement and broadcasted at the national and regional TV channels;
- 3 out of 15 videos with Ukrainian subtitles adapted and rotated at intercity speed trains for at least one month;
- 3 out of 15 videos with Ukrainian subtitles adapted and rotated at the big outdoor screens in Donetsk (at least three screens in total: one in Kramatorsk, one in Sloviansk and one in Mariupol), Luhansk (at least two screens in total: one in Sievierodonetsk and one in Lysychansk or Rubizhne or Kreminna) and Zaporizhzhia (at least two screens in total: one in Berdiansk and one in Melitopol) oblasts for at least one month;

- 3 out of 15 videos with Ukrainian subtitles adapted and screened at the shopping malls in Donetsk, Luhansk and Zaporizhzhia oblasts for at least one month (at least one shopping mall in each oblast).

Estimated implementation period: Within calendar 125 days after the contract start date.

## 5. Final stage

5.1. A project completion report containing implementation plan, communications report, concepts of all videos, photo and video materials produced and agreed with the Programme.

Estimated implementation period: Within calendar 135 days after the contract start date.

### Requirements for videos, social TV and radio commercial

ITEMS	Number of items, pcs	ITEM'S DESCRIPTION / SPECIFICATIONS
Production of entrepreneurship promotion videos	15 (fifteen) different videos (up to 3 min)	<ul style="list-style-type: none"> <li>- script development;</li> <li>- subtitles (in English);</li> <li>- Ukrainian language for voice acting;</li> </ul> <p>VIDEO:</p> <p>Resolution – Full HD, preferred 4k;</p> <p>Codec: H.264, ProRes 422, MPEG-2 or MPEG-4;</p> <p>Bitrate – maximum</p> <p>Chroma subsampling: 4:2:0</p> <p>SOUND:</p> <p>AAC-LC or MP3: 44,1 khz, 2 channels (stereo);</p> <ul style="list-style-type: none"> <li>- final cut.</li> </ul>
Production of the social TV commercial	3 (three) different videos (up to 40 seconds)	<p><b>Video (these technical requirements are subject to change at the stage of post-production):</b></p> <p>Ukrainian language for voice acting;</p> <p>Format – PAL;</p> <p>Resolution – Full HD, preferred 4k;</p> <p>Pixel Aspect Ratio – 1.067</p> <p>Keyframe and Rendering, Frame Type – Field Order A or Lower Field First</p> <p>Accepted codecs:</p> <p>AVI (MPEG-4), MOV (MPEG-4 or H.264), MPEG-2</p> <p>Bitrate – not less than 2500 kb/s for MPEG-4 or H.264 and not less than 6000 kb/s for DVD and MPEG-2</p> <p>Interleave audio and Video – yes</p> <p>25i (interlaced) or 50p (progressive)</p> <p>Data Type - 24-bit RGB</p> <p>Chroma subsampling: 4:2:2</p> <p><b>Sound:</b></p> <p>sample rate 48000 Hz</p> <p>16 bit, stereo, PCM</p> <p>separate wav-file</p> <ul style="list-style-type: none"> <li>- final cut.</li> </ul>

A backstage video about the entrepreneurship promotion campaign	1 (one) video (up to 3 minutes)	<ul style="list-style-type: none"> <li>- script development;</li> <li>- subtitles (in English);</li> <li>- Ukrainian language for voice acting;</li> </ul> <b>VIDEO:</b> Resolution – Full HD, preferred 4k; codec: H.264, ProRes 422, MPEG-2 or MPEG-4; Bitrate – maximum Chroma subsampling: 4:2:0 <b>SOUND:</b> AAC-LC or MP3: 44,1 khz, 2 channels (stereo); - final cut;
Videos for screening at intercity trains, shopping malls and city outdoor screens	3 (three) different videos (up to 40 seconds)	<b>Video (these technical requirements are subject to change according to the requirements of counterparties: intercity, shopping malls, city outdoor screens):</b> subtitles (in English); Format – PAL; Resolution – Full HD, preferred 4k; Pixel Aspect Ratio – 1.067 Keyframe and Rendering, Frame Type – Field Order A or Lower Field First Accepted codecs: AVI (MPEG-4), MOV (MPEG-4 or H.264), MPEG-2, MKV; Bitrate – not less than 2500 kb/s for MPEG-4 or H.264 and not less than 6000 kb/s for DVD and MPEG-2 Interleave audio and Video – yes 25i (interlaced) or 50p (progressive) Data Type - 24-bit RGB Chroma subsampling: 4:2:2 <b>Sound:</b> sample rate 48000 Hz 16 bit, stereo, PCM separate wav-file - final cut.

## RECOMMENDATIONS TO METHODOLOGY OF SERVICE PROVISION:

### General recommendations

The Contractor is responsible for ensuring proper security of project team members. It is recommended to consult with UNDP on security in the region, especially before the field phase of the assignment. All costs regarding the conduction of the events in frames of this assignment realization should be included in the budget proposal.

## IV. DELIVERABLES

#	Deliverables	Period of completion (as from the start of the assignment)

1.	An information strategy, operation plan, list of selected videographers, monitoring and evaluation guidelines are developed and agreed with UN RPP. Concepts of videos containing detailed scenario of each video, list of the persons who benefitted from the Programme's business support activities (50% women, 50% men) to be involved in video shooting and key messages developed and agreed with UN RPP. Video production briefs (incl.: general information, insight, message, idea, company's goal and creative approach, characters) developed and submitted to UN RPP for approval. An inception report is developed and submitted to UN RPP.	20 days
2.	Produced and agreed with the Programme 8 different promotional videos (up to 3 minutes) on the following topics: women in business; family-oriented business, response to COVID-19 pandemic and business focused on one or more of the following value chains: textile/clothing, ceramics, hospitality industry, food processing, farming, industry and engineering services. An interim report #1 submitted to UN RPP.	60 days
3.	Produced and agreed with the Programme 7 more different promotional videos (up to 3 minutes) and one backstage video (up to 3 minutes) about the entrepreneurship promotion campaign that will be disseminated through popular online resources, national/international social advertisement festival and presented to the Programme partners. An interim report #2 submitted to UN RPP.	100 days
4.	A visual concept of the promotional campaign is developed and information campaign on entrepreneurship promotion launched through national/international social advertisement festival, popular online resources, intercity trains, shopping malls and city outdoor screens. A Nationwide online voting for the best promotional video on UN RPP's business information online platform launched. An interim report #3 submitted to the UN RPP.	125 days
5.	A final project report containing implementation plan, communications report, concepts of all videos, photo and video materials stored in one package on online drive and agreed with the UN RPP.	135 days

## V. BID PRICE AND SCHEDULE OF PAYMENT

The contract price shall remain fixed for the period of the contract.

The Bidders have to include all costs connected with the execution of works into their price offer (such as development of video, adaptation, advertising, travel, living allowances, salary of staff, stationary, etc.).

The payments shall be arranged in the following way:

- 20% upon deliverable 1 completion;
- 20% upon deliverable 2 completion;
- 20% upon deliverable 3 completion;
- 30% upon deliverable 4 completion;
- 10% upon deliverable 5 completion.

## VI. REQUIREMENTS FOR MONITORING/REPORTING

The Contractor shall submit the following reports according to UN RPP format and guidelines: A detailed report on the progress development and running of the campaign, submitted every Friday after the contract is signed until the moment all products are approved by UN RPP. Completion of every deliverable should be accompanied by an inception/interims/final reports which should be submitted to UN RPP. All reports are to be delivered in electronic form in Ukrainian.

## VII. EXPERIENCE AND QUALIFICATION REQUIREMENTS



- Organization/company with the valid Registration (for Ukrainian companies – the registration needs to be obtained at the territory controlled by the Government of Ukraine).
- Experience in conducting public commercial and social awareness or media campaigns, including presentation of them at national or international video festivals (at least 2 advertising campaigns were conducted and at least 3 regions were covered during the last 3 years);
- Experience in film or video commercials production (at least three examples provided);
- Availability of relevant equipment to perform the works;
- Availability of qualified personnel to perform the works:

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

**Team Leader/Project Manager:**

5. Master's or equivalent degree in Management, Social Science, Psychology, Marketing, Communications, Advertising or other relevant education;
6. At least 3 years of experience of project and team management;
7. At least 3 years of experience in conducting public awareness or advertising campaigns;
8. Fluent Ukrainian/Russian and working level of English language.

**Project/Communications Assistant:**

3. Bachelor's or equivalent degree in Social Science, Marketing, Philology, Communication, Advertising or other relevant education;
4. At least 3 years of proven experience in social media marketing and advertising;
5. At least 3 years of proven experience in conducting public awareness/advertising campaigns;
6. Fluent Ukrainian/Russian and working level of English language.

**Graphic designer**

7. At least two years of relevant experience in graphic design production/publishing;
8. Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.

**Videographers (at least five persons):**

9. At least 3 years of proven experience in design and video commercials' production;
10. At least 2 years of proven experience in participating in public awareness/advertising campaigns;

**VIII. Information and documents to be included when submitting the proposals**

<input checked="" type="checkbox"/>	A letter of interest/letter of offer, which outlines previous experience in implementing similar projects and the competitive advantages of the applicant company;
<input checked="" type="checkbox"/>	A concept note with a brief approach for completing the task, implementation/communication plan and the portfolio of works.
<input checked="" type="checkbox"/>	Organization's profile (date of creation, size, number of staff/consultants, description of key staff) setting out previous experience in implementing similar projects.
<input checked="" type="checkbox"/>	A copy of the certificate/extract from the Unified State Register of Legal Entities and Private Entrepreneurs.
<input checked="" type="checkbox"/>	CVs of project team members, including the information on experience in implementing similar projects/objectives (references required), as well as certification of team members availability if the contractor would be selected for this project
<input checked="" type="checkbox"/>	At least two reference letters from previous customers/clients/partners on similar projects reflecting the nature of projects implemented, their results, and the role of the applicant company
<input checked="" type="checkbox"/>	Financial proposal

## IX. SELECTION PROCESS

The Bidders should follow the format given below and need to provide detailed information on:  
Work performed as a contractor on construction works of a similar nature over the last 3 years:

#	Project name	Name of the Customer and contact details	Description of work	Contract amount (USD)	Actual date of completion
1					
2					
3					

Available personnel to perform the work:

#	Name of Personnel	Proposed position	Qualification	Work experience in years	Status (permanent /temporary)
1					
2					
3					
4					

List of available equipment to perform the work:

#	Name of equipment	Capacity	Condition (good/need repair)	Own/rented
1				
2				
3				
4				

## X. 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 based on 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. 490). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 490 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

Summary of Technical Proposal Evaluation Form	Score Weight	Max Points obtainable
Expertise of Firm/Organization	18%	130
Proposed Concept note and Portfolio of works	26%	180
Personnel	56%	390
<b>Total</b>	<b>100%</b>	<b>700</b>

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 firm / organization submitting the proposal

Form 2. Proposed work plan, methodology and approach

Form 3. Personnel

Assessment of technical proposal Form 1		Maximum score	Company / Other organization		
			A	B	C
<b>Experience of the company / organization submitting the proposal</b>					
1.1	Experience in film or video commercials production: 3 materials – 50 points, 4 materials – 55 points, 5 materials and more – 60 points).	60			
1.2	Experience in conducting public commercial and social awareness or media campaigns, including presentation of them at national or international video festivals (at least 2 advertising campaigns were conducted and at least 3 regions were covered during the last 3 years: - 2 campaigns – 50 points; - 3 campaigns – 60 points; - 4 or more campaigns – 70 points.	70			
Overall score on Form 1		<b>130</b>			

Assessment of technical proposal Form 2		Maximum score	Company / Other organization		
			A	B	C
<b>Proposed note and Portfolio of works</b>					
2.1	How well-elaborated is the proposed approach and implementation plan?	70			

	<ul style="list-style-type: none"> <li>- The proposed Concept note envisages usage of best practices from international experience and provides a clear vision and examples of the video content to be created – up to 35 points;</li> <li>- The proposed Concept note provides well elaborated and effective communication plan for running the information campaign – up to 35 points.</li> </ul>				
2.2	<p>How relevant and professional are the previous works?</p> <ul style="list-style-type: none"> <li>- The video content in the portfolio is/was popular on the internet with a high number of views, shares, likes, etc (video has up to 1,000 views – 50 points; video with over 1,000 views – 55 points);</li> <li>- Previous videos were presented at video festivals (at national – 50 points; international – 55 points).</li> </ul>	110			
Overall score on Form 2		<b>180</b>			

Assessment of technical proposal Form 3		Maximum score	Company / Other organization		
			A	B	C
Personnel					
	<b>Team Leader/Project Manager</b>				
3.1	Higher education in Management, Social Sciences, Psychology, Marketing, Advertising, Communications or another relevant related field (Bachelor’s degree or equivalent – 15 points, Master’s or equivalent and higher – 20 points).	20			
3.2	Experience in project management and team management (3 years – 15 points, 4 years – 20 points, 5 years and more – 30 points).	30			
3.3	Experience in implementing projects/programmes on video/multimedia content production and conducting public awareness or advertising campaigns (3 years – 15 points, 4 years –20 points, 5 years and more – 30 points).	30			
3.4	Language command Ukrainian, Russian and working level of English – 10 points.	10			
Interim score according to criteria 3.1–3.4		90			
	<b>Project/Communications Assistant</b>				
3.6	Education in Social Science, Marketing, Philology, Communication, Advertising or other relevant education (Bachelor’s degree or equivalent – 5 points, Master’s or higher–10 points.	10			

3.7	Professional experience in social media marketing and advertising (3 years – 15 points, 4 years – 20 points, 5 years or more – 25 points).	25			
3.8	Experience in conducting public awareness/advertising campaigns (3 years – 15 points, 4 years – 20 points, 5 years and more – 25 points).	25			
3.9	Language command Ukrainian, Russian and working level of English – 10 points.	10			
	Interim score according to criteria 3.6–3.9	70			
	<b>Graphic designer:</b>				
3.10	Experience in graphic design production/publishing (2 years – 15 points, 3 years and more – 20 points).	20			
3.12	Language command (Ukrainian, Russian) – 5 points; working level of English would be an asset – 5 points.	10			
	Interim score according to criteria 3.10–3.12	30			
	<b>Videographer 1</b>				
3.17	Professional experience in design and video commercials' production (3 years – 10 points, 4 years – 15 points, 5 years or more – 20 points).	20			
3.18	Experience in participating in public awareness/advertising campaigns (2 years – 10 points, 3 years – 15 points, 4 years or more – 20 points).	20			
	Interim score according to criteria 3.17–3.18	40			
	<b>Videographer 2</b>				
3.19	Professional experience in design and video commercials' production (3 years – 10 points, 4 years – 15 points, 5 years or more – 20 points).	20			
3.20	Experience in participating in public awareness/advertising campaigns (2 years – 10 points, 3 years – 15 points, 4 years or more – 20 points).	20			
	Interim score according to criteria 3.19–3.20	40			
	<b>Videographer 3</b>				
3.21	Professional experience in design and video commercials' production (3 years – 10 points, 4 years – 15 points, 5 years or more – 20 points).	20			
3.22	Experience in participating in public awareness/advertising campaigns (2 years – 10 points, 3 years – 15 points, 4 years or more – 20 points).	20			
	Interim score according to criteria 3.21–3.22	40			
	<b>Videographer 4</b>				

3.23	Professional experience in design and video commercials' production (3 years – 10 points, 4 years – 15 points, 5 years or more – 20 points).	20			
3.24	Experience in participating in public awareness/advertising campaigns (2 years – 10 points, 3 years – 15 points, 4 years or more – 20 points).	20			
	Interim score according to criteria 3.23–3.24	40			
	<b>Videographer 5</b>				
3.25	Professional experience in design and video commercials' production (3 years – 10 points, 4 years – 15 points, 5 years or more – 20 points).	20			
3.26	Experience in participating in public awareness/advertising campaigns (2 years – 10 points, 3 years – 15 points, 4 years or more – 20 points).	20			
	Interim score according to criteria 3.25–3.26	40			
Overall score on Form 3		<b>390</b>			

#### XI. ESTIMATED COST OF ASSIGNMENT

Bidders should submit their proposals in the following format that indicates the all-inclusive fixed total contract price (lump sum) for all breakdown according to stage, types of services and schedule of their provision. All costs associated with the implementation of services should be included in the financial proposal (such as development of video, adaptation, advertising, travel, living allowances, salary of staff, stationary, etc.).

**Taking into account that purchase of services will be carried out within the project of international technical assistance, price offers/invoices for payment must be presented without VAT.**

**Cost breakdown per deliverables**

No.	Deliverables' short description	TOTAL (indicate currency), without VAT
1	An information strategy, operation plan, list of selected videographers and monitoring and evaluation guidelines are developed and agreed with UN RPP. Concepts of videos containing detailed scenario of each video, list of the persons who benefitted from the Programme's business support activities (50% women, 50% men) to be involved in video shooting and key messages developed and agreed with UN RPP. An inception report is developed and submitted to UN RPP.	
2	Produced and agreed with the Programme 8 different promotional videos (up to 3 minutes) on the following topics: women in business; family-oriented business, response to COVID-19 pandemic and business focused on one or more of the following value chains: textile/clothing, ceramics, hospitality industry, food processing, farming, industry and engineering services. An interim report #1 submitted to UN RPP.	
3	Produced and agreed with the Programme 7 more different promotional videos (up to 3 minutes) and one backstage video (up to 3 minutes) about the entrepreneurship promotion campaign that will be disseminated through popular online resources,	

	national/international social advertisement festival and presented to the Programme partners. An interim report #2 submitted to UN RPP.	
4	A visual concept of the promotional campaign is developed and information campaign on entrepreneurship promotion launched through national/international social advertisement festival, popular online resources, intercity trains, shopping malls and city outdoor screens. Nationwide online voting for the best promotional video on UN RPP's business information online platform launched. An interim report #3 submitted to the UN RPP.	
5	A final project report containing implementation plan, communications report, concepts of all videos, photo and video materials stored in one package on online drive and agreed with the UN RPP.	
<b>Total all-inclusive price, (indicate currency), without VAT</b>		

### B. Cost Breakdown by Cost Component:



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

<b>Nº</b>	<b>Activity/Costs</b>	<b>Unit</b>	<b>Number</b>	<b>Cost per unit, currency</b>	<b>Amount, currency excl. VAT</b>
<b>1</b>	<b>Personnel</b>				
1.1	Team Leader/Project Manager	1 month of work			
1.2	Project/Communications Assistant	1 month of work			
1.3	Graphic designer	1 month of work			
1.4	Videographer 1	1 month of work			
1.5	Videographer 2	1 month of work			
1.6	Videographer 3	1 month of work			
	Videographer 4	1 month of work			
1.7	Videographer 5	1 month of work			
...	...				
<b>2</b>	<b>Administration Costs (if necessary)</b>				
2.1	Communications (telephone/Internet)				
2.2	Other (if any - to define clearly activities/costs)				
...	...				
<b>3</b>	<b>Travel and Lodging</b>				
3.1	Daily Allowance	Day			
...	...				
<b>4</b>	<b>Other costs (if any - to define clearly activities/costs)</b>				
...	...				

	<b>Total</b> (please indicate currency)				
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## Annex 4

## Model Contract

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



Факс: Email:	Fax: Email:
<b>14. Ім'я контактної особи ПРООН:</b>  Посада: Адреса: Тел.: Email:	<b>14. UNDP Contact Person's Name:</b>  Title: Address: Telephone number Email:
<b>15. Банківський рахунок Підрядника, на який будуть перераховуватись платежі:</b> Отримувач: Назва рахунку: Номер рахунку: Назва банку: МФО ЄДРПОУ	<b>15. Contractor's Bank Account to which payments will be transferred:</b> Beneficiary: Account name: Account number: Bank name: Bank address: MFO EDRPOU
<p>Даний Договір складається з наступних документів, які, у разі виникнення конфлікту між ними, мають перевагу один перед одним у наступному порядку:</p> <ol style="list-style-type: none"> <li>1. Дана лицьова сторінка («Лицьова сторінка»).</li> <li>2. Загальні умови ПРООН для договорів – Додаток 1</li> <li>3. Технічне завдання (ТЗ) - Додаток 2</li> <li>4. Графік надання послуг, що включають опис послуг, результати надання товарів та/або послуг, планові показники, терміни, графік здійснення платежів, та загальну суму договору – Додаток 3.</li> <li>5. Технічна та Фінансова пропозиції Підрядника від _____; причому ці документи не додаються, але відомі Сторонам і знаходяться у їх розпорядженні, і є невід'ємною частиною цього Договору.</li> <li>6. Реалізація даного Контракту відбувається в рамках виконання проекту міжнародної технічної допомоги між Урядом України та відповідними Донорами та Виконавцем та, згідно з умовами пункту 197.11 Податкового Кодексу України, операції звільнені від ПДВ.</li> </ol> <p>Все вищезазначене, включене до цього документу за допомогою посилання, містить увесь обсяг домовленостей («Договір») між Сторонами, при цьому усі інші переговори та/або угоди, незалежно від того, виконані вони в усній або ж у письмовій формі, що відносяться до предмету даного Договору, втрачають силу.</p> <p>Даний Договір вступає в силу з дня проставлення належним чином уповноваженими представниками Сторін останнього підпису на Лицьовій сторінці і</p>	<p>This Contract consists of the following documents, which in case of conflict shall take precedence over one another in the following order:</p> <ol style="list-style-type: none"> <li>1. This face sheet ("Face Sheet").</li> <li>2. UNDP General Terms and Conditions for Contracts – Annex 1</li> <li>3. Terms of Reference (TOR) – Annex 2</li> <li>4. Schedule of Services provision, incorporating the description of services, deliverables and performance targets, time frames, schedule of payments, and total contract amount – Annex 3</li> <li>5. The Contractor's Technical Proposal and Financial Proposal, dated _____; these documents not attached hereto but known to and in the possession of the Parties, and forming an integral part of this Contract.</li> <li>6. This Contract implementation is conducted within the framework of the of international technical assistance project between the Government of Ukraine and the relevant Donors and the Executor and is concluded without VAT, in accordance with paragraph 197.11 of the Tax Code of Ukraine.</li> </ol> <p>All the above, hereby incorporated by reference, shall form the entire agreement between the Parties (the "Contract"), superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.</p> <p>This Contract shall enter into force on the date of the last signature of the Face Sheet by the duly authorized representatives of the Parties, and terminate on the Contract Ending Date indicated on the Face Sheet. This</p>

<p>припиняє свою дію в Дату завершення Договору, яка зазначена на Лицьовій сторінці. Внесення змін та/або доповнень до даного Договору можливе лише у разі оформлення належним чином уповноваженими представниками Сторін письмової угоди.</p> <p><b>НА ПОСВІДЧЕННЯ ЧОГО,</b> нижчепідписані, належним чином уповноважені на це представники Сторін, підписали цю Угоду від імені Сторін у місці та в день, що вказані нижче</p>		<p>Contract may be amended only by written agreement between the duly authorized representatives of the Parties.</p> <p><b>IN WITNESS WHEREOF,</b> the undersigned, being duly authorized thereto, have on behalf of the Parties hereto signed this Contract at the place and on the day set forth below.</p>	
<b>Від імені Підрядника / For the Contractor</b>		<b>Від імені ПРООН / For UNDP</b>	
Підпис / Signature:		Підпис / Signature:	
Ім'я / Name:		Ім'я / Name:	
Посада / Title:		Посада / Title:	
Дата / Date:		Дата / Date:	