

United Nations Development Programme



*Empowered lives.
Resilient nations.*

REQUEST FOR PROPOSAL

Communications campaign to showcase achievements in introducing cost-efficient and transparent procurement of medicines as a result of UNDP's assistance

RFP No.: 807-2020-UNDP-UKR-RFP-MOH

Project: Procurement Support Services to the Ministry of Health of Ukraine Project

Country: Ukraine

Issued on: 18 November 2020

Contents

SECTION 1. LETTER OF INVITATION.....	4
SECTION 2. INSTRUCTION TO BIDDERS	5
A. GENERAL PROVISIONS	5
1. Introduction	5
2. Fraud & Corruption, Gifts and Hospitality	5
3. Eligibility	5
4. Conflict of Interests	6
B. PREPARATION OF PROPOSALS	6
5. General Considerations	6
6. Cost of Preparation of Proposal	6
7. Language	6
8. Documents Comprising the Proposal	6
9. Documents Establishing the Eligibility and Qualifications of the Bidder	7
10. Technical Proposal Format and Content	7
11. Financial Proposals	7
12. Proposal Security	7
13. Currencies	8
14. Joint Venture, Consortium or Association	8
15. Only One Proposal	9
16. Proposal Validity Period	9
17. Extension of Proposal Validity Period	9
18. Clarification of Proposal	9
19. Amendment of Proposals	9
20. Alternative Proposals	10
21. Pre-Bid Conference	10
C. SUBMISSION AND OPENING OF PROPOSALS	10
22. Submission	10
23. Deadline for Submission of Proposals and Late Proposals	11
24. Withdrawal, Substitution, and Modification of Proposals	11
25. Proposal Opening	12
D. EVALUATION OF PROPOSALS	12
26. Confidentiality	12
27. Evaluation of Proposals	12
28. Preliminary Examination	12
29. Evaluation of Eligibility and Qualification	12
30. Evaluation of Technical and Financial Proposals	13
31. Due Diligence	13
32. Clarification of Proposals	14
33. Responsiveness of Proposal	14
34. Nonconformities, Reparable Errors and Omissions	14
E. AWARD OF CONTRACT.....	15
35. Right to Accept, Reject, Any or All Proposals	15
36. Award Criteria	15
37. Debriefing	15
38. Right to Vary Requirements at the Time of Award	15
39. Contract Signature	15
40. Contract Type and General Terms and Conditions	15
41. Performance Security	15
42. Bank Guarantee for Advanced Payment	15
43. Liquidated Damages	16
44. Payment Provisions	16
45. Vendor Protest	16
46. Other Provisions	16
SECTION 3. BID DATA SHEET.....	17

SECTION 4. EVALUATION CRITERIA20

SECTION 5. TERMS OF REFERENCE26

SECTION 6: RETURNABLE BIDDING FORMS / CHECKLIST26

 FORM A: TECHNICAL PROPOSAL SUBMISSION FORM43

 FORM B: BIDDER INFORMATION FORM.....44

 FORM C: JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM45

 FORM D: QUALIFICATION FORM46

 FORM E: FORMAT OF TECHNICAL PROPOSAL49

 FORM F: FINANCIAL PROPOSAL SUBMISSION FORM.....51

 FORM G: FINANCIAL PROPOSAL FORM52

 FORM H: FORM OF PROPOSAL SECURITY54

Section 1. Letter of Invitation

The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal (RFP) for the above-referenced subject.

This RFP includes the following documents and the General Terms and Conditions of Contract which is inserted in the Bid Data Sheet (BDS):

- Section 1: This Letter of Invitation
- Section 2: Instruction to Bidders
- Section 3: Bid Data Sheet (BDS)
- Section 4: Evaluation Criteria
- Section 5: Terms of Reference
- Section 6: Returnable Bidding Forms
 - o Form A: Technical Proposal Submission Form
 - o Form B: Bidder Information Form
 - o Form C: Joint Venture/Consortium/Association Information Form
 - o Form D: Qualification Form
 - o Form E: Format of Technical Proposal
 - o Form F: Financial Proposal Submission Form
 - o Form G: Financial Proposal Form

If you are interested in submitting a Proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the Deadline for Submission of Proposals set out in Bid Data Sheet.

Please acknowledge receipt of this RFP by sending an email to procurement.ua@undp.org, indicating whether you intend to submit a Proposal or otherwise. You may also utilize the "Accept Invitation" function in e-Tendering system, where applicable. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications, kindly communicate with the contact person/s identified in the attached Bid Data Sheet as the focal point for queries on this RFP.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Issued by:



Name: Denys Shliapkin
Title: Procurement Assistant
Date: **November 18, 2020**

Approved by:



Name: Manal Fouani
Title: Deputy Resident Representative
UNDP in Ukraine
Date: **November 18, 2020**

Section 2. Instruction to Bidders

A. GENERAL PROVISIONS	
1. Introduction	<p>1.1 Bidders shall adhere to all the requirements of this RFP, including any amendments in writing by UNDP. This RFP is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement which can be accessed at https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d</p> <p>1.2 Any Proposal submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Proposal by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFP.</p> <p>1.3 As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (www.ungm.org). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
	<p>2.1 UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</p> <p>2.2 Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.</p> <p>2.3 In pursuance of this policy, UNDP</p> <p>(a) Shall reject a proposal if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question;</p> <p>(b) Shall declare a vendor ineligible, either indefinitely or for a stated period of time, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</p> <p>2.4 All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at http://www.un.org/depts/ptd/pdf/conduct_english.pdf</p>
	<p>3.1 A vendor should not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations.</p> <p>3.2 It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by UNDP.</p>

4. Conflict of Interests	<p>4.1 Bidders must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:</p> <ul style="list-style-type: none"> a) Are or have been associated in the past, with a firm or any of its affiliates which have been engaged by UNDP to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the goods and services in this selection process; b) Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or c) Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP. <p>4.2 In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to UNDP, and seek UNDP's confirmation on whether or not such a conflict exists.</p> <p>4.3 Similarly, the Bidders must disclose in their proposal their knowledge of the following:</p> <ul style="list-style-type: none"> a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices. <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>4.4 The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFP, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Proposal.</p>
B. PREPARATION OF PROPOSALS	
5. General Considerations	<p>5.1 In preparing the Proposal, the Bidder is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p> <p>5.2 The Bidder will not be permitted to take advantage of any errors or omissions in the RFP. Should such errors or omissions be discovered, the Bidder must notify the UNDP</p>
6. Cost of Preparation of Proposal	<p>6.1 The Bidder shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>
7. Language	<p>7.1 The Proposal, as well as any and all related correspondence exchanged by the Bidder and UNDP, shall be written in the language (s) specified in the BDS.</p>
8. Documents	<p>8.1 The Proposal shall comprise of the following documents:</p>

Comprising the Proposal	<ul style="list-style-type: none"> a) Documents Establishing the Eligibility and Qualifications of the Bidder; b) Technical Proposal; c) Financial Proposal; d) Proposal Security, if required by BDS; e) Any attachments and/or appendices to the Proposal.
9. Documents Establishing the Eligibility and Qualifications of the Bidder	<p>9.1 The Bidder shall furnish documentary evidence of its status as an eligible and qualified vendor, using the Forms provided under Section 6 and providing documents required in those forms. In order to award a contract to a Bidder, its qualifications must be documented to UNDP's satisfaction.</p>
10. Technical Proposal Format and Content	<p>10.1 The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP.</p> <p>10.2 The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.</p> <p>10.3 Samples of items, when required as per Section 5, shall be provided within the time specified and unless otherwise specified by UNDP, and at no expense to UNDP</p> <p>10.4 When applicable and required as per Section 5, the Bidder shall describe the necessary training programme available for the maintenance and operation of the services and/or equipment offered as well as the cost to the UNDP. Unless otherwise specified, such training as well as training materials shall be provided in the language of the Bid as specified in the BDS.</p>
11. Financial Proposals	<p>11.1 The Financial Proposal shall be prepared using the Standard Form provided in Section 6 of the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs.</p> <p>11.2 Any output and activities described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, as well as in the final total price.</p> <p>11.3 Prices and other financial information must not be disclosed in any other place except in the financial proposal.</p>
12. Proposal Security	<p>12.1 A Proposal Security, if required by BDS, shall be provided in the amount and form indicated in the BDS. The Proposal Security shall be valid up to thirty (30) days after the final date of validity of the Proposal.</p> <p>12.2 The Proposal Security shall be included along with the Technical Proposal. If Proposal Security is required by the RFP but is not found along with the Technical Proposal, the Proposal shall be rejected.</p> <p>12.3 If the Proposal Security amount or its validity period is found to be less than what is required by UNDP, UNDP shall reject the Proposal.</p> <p>12.4 In the event an electronic submission is allowed in the BDS, Bidders shall include a copy of the Bid Security in their proposal and the original of the Proposal Security must be sent via courier or hand delivery as per the instructions in BDS.</p> <p>12.5 The Proposal Security may be forfeited by UNDP, and the Proposal rejected, in the event of any one or combination, of the following conditions:</p> <ul style="list-style-type: none"> a) If the Bidder withdraws its offer during the period of the Proposal Validity specified in the BDS, or; b) In the event that the successful Bidder fails:

	<p>i. to sign the Contract after UNDP has issued an award; or</p> <p>12.6 to furnish the Performance Security, insurances, or other documents that UNDP may require as a condition precedent to the effectivity of the contract that may be awarded to the Bidder.</p>
13. Currencies	<p>13.1 All prices shall be quoted in the currency or currencies indicated in the BDS. Where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:</p> <p>a) UNDP will convert the currency quoted in the Proposal into the UNDP preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and</p> <p>b) In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in the BDS, UNDP shall reserve the right to award the contract in the currency of UNDP's preference, using the conversion method specified above.</p>
14. Joint Venture, Consortium or Association	<p>14.1 If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.</p> <p>14.2 After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</p> <p>14.3 The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.</p> <p>14.4 The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</p> <p>14.5 A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:</p> <p>a) Those that were undertaken together by the JV, Consortium or Association; and</p> <p>b) Those that were undertaken by the individual entities of the JV, Consortium or Association.</p> <p>14.6 Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.</p> <p>14.7 JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm.</p>

15. Only One Proposal	<p>15.1 The Bidder (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture.</p> <p>15.2 Proposals submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s; or c) they have the same legal representative for purposes of this RFP; or d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Proposal of, another Bidder regarding this RFP process; e) they are subcontractors to each other's Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Bidder; or f) some key personnel proposed to be in the team of one Bidder participates in more than one Proposal received for this RFP process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Proposal.
16. Proposal Validity Period	<p>16.1 Proposals shall remain valid for the period specified in the BDS, commencing on the Deadline for Submission of Proposals. A Proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.</p> <p>16.2 During the Proposal validity period, the Bidder shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price.</p>
17. Extension of Proposal Validity Period	<p>17.1 In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request Bidders to extend the period of validity of their Proposals. The request and the responses shall be made in writing, and shall be considered integral to the Proposal.</p> <p>17.2 If the Bidder agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal.</p> <p>17.3 The Bidder has the right to refuse to extend the validity of its Proposal, and in which case, such Proposal will not be further evaluated.</p>
18. Clarification of Proposal	<p>18.1 Bidders may request clarifications on any of the RFP documents no later than the date indicated in the BDS. Any request for clarification must be sent in writing in the manner indicated in the BDS. If inquiries are sent other than specified channel, even if they are sent to a UNDP staff member, UNDP shall have no obligation to respond or confirm that the query was officially received.</p> <p>18.2 UNDP will provide the responses to clarifications through the method specified in the BDS.</p> <p>18.3 UNDP shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary.</p>
19. Amendment of Proposals	<p>19.1 At any time prior to the deadline of Proposal submission, UNDP may for any reason, such as in response to a clarification requested by a Bidder, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective bidders.</p>

	19.2 If the amendment is substantial, UNDP may extend the Deadline for submission of proposal to give the Bidders reasonable time to incorporate the amendment into their Proposals.
20. Alternative Proposals	<p>20.1 Unless otherwise specified in the BDS, alternative proposals shall not be considered. If submission of alternative proposal is allowed by BDS, a Bidder may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. UNDP shall only consider the alternative proposal offered by the Bidder whose conforming proposal ranked the highest as per the specified evaluation method. Where the conditions for its acceptance are met, or justifications are clearly established, UNDP reserves the right to award a contract based on an alternative proposal.</p> <p>20.2 If multiple/alternative proposals are being submitted, they must be clearly marked as "Main Proposal" and "Alternative Proposal"</p>
21. Pre-Bid Conference	21.1 When appropriate, a Bidder's conference will be conducted at the date, time and location specified in the BDS. All Bidders are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Bidder. Minutes of the Bidder's conference will be disseminated on the procurement website and shared by email or on the e-Tendering platform as specified in the BDS. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the Minutes of the Bidder's Conference or issued/posted as an amendment to RFP.
C. SUBMISSION AND OPENING OF PROPOSALS	
22. Submission	<p>22.1 The Bidder shall submit a duly signed and complete Proposal comprising the documents and forms in accordance with the requirements in the BDS. The submission shall be in the manner specified in the BDS.</p> <p>22.2 The Proposal shall be signed by the Bidder or person(s) duly authorized to commit the Bidder. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the bidding entity, or a Power of Attorney, accompanying the Proposal.</p> <p>22.3 Bidders must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Bidder fully accepts the UNDP General Contract Terms and Conditions.</p>
Hard copy (manual) submission	<p>22.4 Hard copy (manual) submission by courier or hand delivery allowed or specified in the BDS shall be governed as follows:</p> <ul style="list-style-type: none"> a) The signed Proposal shall be marked "Original", and its copies marked "Copy" as appropriate. The number of copies is indicated in the BDS. All copies shall be made from the signed original only. If there are discrepancies between the original and the copies, the original shall prevail. b) The Technical Proposal and the Financial Proposal envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each envelope SHALL clearly indicate the name of the Bidder. The outer envelopes shall: <ul style="list-style-type: none"> i. Bear the name and address of the bidder; ii. Be addressed to UNDP as specified in the BDS

<p>Email Submission</p> <p>eTendering submission</p>	<p>iii. Bear a warning that states <i>"Not to be opened before the time and date for proposal opening"</i> as specified in the BDS.</p> <p>If the envelopes and packages with the Proposal are not sealed and marked as required, UNDP shall assume no responsibility for the misplacement, loss, or premature opening of the Proposal.</p> <p>22.5 Email submission, if allowed or specified in the BDS, shall be governed as follows:</p> <ul style="list-style-type: none"> a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE. The financial proposal shall be encrypted with different passwords and clearly labelled. The files must be sent to the dedicated email address specified in the BDS. c) The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose Technical Proposal has been found to be technically responsive. Failure to provide correct password may result in the proposal being rejected. <p>22.6 Electronic submission through eTendering, if allowed or specified in the BDS, shall be governed as follows:</p> <ul style="list-style-type: none"> a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled. d) The Financial Proposal file must be encrypted with a password so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive. Failure to provide the correct password may result in the proposal being rejected. c) Documents which are required to be in original form (e.g. Bid Security, etc.) must be sent via courier or hand delivery as per the instructions in BDS. d) Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/
<p>23. Deadline for Submission of Proposals and Late Proposals</p>	<p>23.1 Complete Proposals must be received by UNDP in the manner, and no later than the date and time, specified in the BDS. UNDP shall only recognize the date and time that the bid was received by UNDP</p> <p>23.2 UNDP shall not consider any Proposal that is submitted after the deadline for the submission of Proposals.</p>
<p>24. Withdrawal, Substitution, and Modification of Proposals</p>	<p>24.1 A Bidder may withdraw, substitute or modify its Proposal after it has been submitted at any time prior to the deadline for submission.</p> <p>24.2 Manual and Email submissions: A bidder may withdraw, substitute or modify its Proposal by sending a written notice to UNDP, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of</p>

	<p>Attorney). The corresponding substitution or modification of the Proposal, if any, must accompany the respective written notice. All notices must be submitted in the same manner as specified for submission of proposals, by clearly marking them as "WITHDRAWAL," "SUBSTITUTION," or "MODIFICATION"</p> <p>24.3 eTendering: A Bidder may withdraw, substitute or modify its Proposal by Canceling, Editing, and re-submitting the proposal directly in the system. It is the responsibility of the Bidder to properly follow the system instructions, duly edit and submit a substitution or modification of the Proposal as needed. Detailed instructions on how to cancel or modify a Proposal directly in the system are provided in Bidder User Guide and Instructional videos.</p> <p>24.4 Proposals requested to be withdrawn shall be returned unopened to the Bidders (only for manual submissions), except if the bid is withdrawn after the bid has been opened</p>
25. Proposal Opening	<p>25.1 There is no public bid opening for RFPs. UNDP shall open the Proposals in the presence of an ad-hoc committee formed by UNDP, consisting of at least two (2) members. In the case of e-Tendering submission, bidders will receive an automatic notification once their proposal is opened.</p>
D. EVALUATION OF PROPOSALS	
26. Confidentiality	<p>26.1 Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process, even after publication of the contract award.</p> <p>26.2 Any effort by a Bidder or anyone on behalf of the Bidder to influence UNDP in the examination, evaluation and comparison of the Proposals or contract award decisions may, at UNDP's decision, result in the rejection of its Proposal and may be subject to the application of prevailing UNDP's vendor sanctions procedures.</p>
27. Evaluation of Proposals	<p>27.1 The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 24 of this RFP. UNDP will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.</p> <p>27.2 Evaluation of proposals is made of the following steps:</p> <ol style="list-style-type: none"> Preliminary Examination Minimum Eligibility and Qualification (if pre-qualification is not done) Evaluation of Technical Proposals Evaluation of Financial Proposals
28. Preliminary Examination	<p>28.1 UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any Proposal at this stage.</p>
29. Evaluation of Eligibility and Qualification	<p>29.1 Eligibility and Qualification of the Bidder will be evaluated against the Minimum Eligibility/Qualification requirements specified in the Section 4 (Evaluation Criteria).</p> <p>29.2 In general terms, vendors that meet the following criteria may be considered qualified:</p> <ol style="list-style-type: none"> They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list; They have a good financial standing and have access to adequate financial

	<p>resources to perform the contract and all existing commercial commitments,</p> <ul style="list-style-type: none"> c) They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required; d) They are able to comply fully with UNDP General Terms and Conditions of Contract; e) They do not have a consistent history of court/arbitral award decisions against the Bidder; and f) They have a record of timely and satisfactory performance with their clients.
30. Evaluation of Technical and Financial Proposals	<p>30.1 The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other RFP documents, applying the evaluation criteria, sub-criteria, and point system specified in the Section 4 (Evaluation Criteria). A Proposal shall be rendered non-responsive at the technical evaluation stage if it fails to achieve the minimum technical score indicated in the BDS. When necessary and if stated in the BDS, UNDP may invite technically responsive bidders for a presentation related to their technical proposals. The conditions for the presentation shall be provided in the bid document where required.</p> <p>30.2 In the second stage, only the Financial Proposals of those Bidders who achieve the minimum technical score will be opened for evaluation. The Financial Proposals corresponding to Technical Proposals that were rendered non-responsive shall remain unopened, and, in the case of manual submission, be returned to the Bidder unopened. For emailed Proposals and e-tendering submissions, UNDP will not request for the password of the Financial Proposals of bidders whose Technical Proposal were found not responsive.</p> <p>30.3 The evaluation method that applies for this RFP shall be as indicated in the BDS, which may be either of two (2) possible methods, as follows: (a) the lowest priced method which selects the lowest evaluated financial proposal of the technically responsive Bidders; or (b) the combined scoring method which will be based on a combination of the technical and financial score.</p> <p>30.4 When the BDS specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p>TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p>FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p>Combined Score = (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)</p> </div>
31. Due Diligence	<p>31.1 UNDP reserves the right to undertake a due diligence exercise, also called post qualification, aimed at determining to its satisfaction, the validity of the information provided by the Bidder. Such exercise shall be fully documented and may include, but need not be limited to, all or any combination of the</p>

	<p>following:</p> <ul style="list-style-type: none"> a) Verification of accuracy, correctness and authenticity of information provided by the Bidder; b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team; c) Inquiry and reference checking with Government entities with jurisdiction on the Bidder, or with previous clients, or any other entity that may have done business with the Bidder; d) Inquiry and reference checking with previous clients on the performance on on-going or contracts completed, including physical inspections of previous works, as necessary; e) Physical inspection of the Bidder's offices, branches or other places where business transpires, with or without notice to the Bidder; f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.
32. Clarification of Proposals	<p>32.1 To assist in the examination, evaluation and comparison of Proposals, UNDP may, at its discretion, ask any Bidder for a clarification of its Proposal.</p> <p>32.2 UNDP's request for clarification and the response shall be in writing and no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNDP in the evaluation of the Proposals, in accordance with RFP.</p> <p>32.3 Any unsolicited clarification submitted by a Bidder in respect to its Proposal, which is not a response to a request by UNDP, shall not be considered during the review and evaluation of the Proposals.</p>
33. Responsiveness of Proposal	<p>33.1 UNDP's determination of a Proposal's responsiveness will be based on the contents of the Proposal itself. A substantially responsive Proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP without material deviation, reservation, or omission.</p> <p>33.2 If a Proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.</p>
34. Nonconformities, Repairable Errors and Omissions	<p>34.1 Provided that a Proposal is substantially responsive, UNDP may waive any non-conformities or omissions in the Proposal that, in the opinion of UNDP, do not constitute a material deviation.</p> <p>34.2 UNDP may request the Bidder to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the Proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the Proposal. Failure of the Bidder to comply with the request may result in the rejection of its Proposal.</p> <p>34.3 For Financial Proposal that has been opened, UNDP shall check and correct arithmetical errors as follows:</p> <ul style="list-style-type: none"> a) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case the line item total as quoted shall govern and the unit price shall be corrected; b) if there is an error in a total corresponding to the addition or subtraction

	<p>of subtotals, the subtotals shall prevail and the total shall be corrected; and</p> <p>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</p> <p>34.4 If the Bidder does not accept the correction of errors made by UNDP, its Proposal shall be rejected.</p>
E. AWARD OF CONTRACT	
35. Right to Accept, Reject, Any or All Proposals	35.1 UNDP reserves the right to accept or reject any Proposal, to render any or all of the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Bidder(s) of the grounds for UNDP's action. UNDP shall not be obliged to award the contract to the lowest priced offer.
36. Award Criteria	36.1 Prior to expiration of the proposal validity, UNDP shall award the contract to the qualified Bidder based on the award criteria indicated in the BDS.
37. Debriefing	37.1 In the event that a Bidder is unsuccessful, the Bidder may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the Bidder's submission, in order to assist the Bidder in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the Bidder's submission shall not be discussed.
38. Right to Vary Requirements at the Time of Award	38.1 At the time of award of Contract, UNDP reserves the right to vary 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.
39. Contract Signature	39.1 Within fifteen (15) days from the date of receipt of the Contract, the successful Bidder shall sign and date the Contract and return it to UNDP. Failure to do so may constitute sufficient grounds for the annulment of the award, and forfeiture of the Proposal Security, if any, and on which event, UNDP may award the Contract to the Second Ranked Bidder or call for new Proposals.
40. Contract Type and General Terms and Conditions	40.1 The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in BDS, can be accessed at http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
41. Performance Security	41.1 40.1 A performance security, if required in BDS, shall be provided in the amount specified in BDS and form available at https://popp.undp.org/layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&action=default within fifteen (15) days of the contract signature by both parties. Where a performance security is required, the receipt of the performance security by UNDP shall be a condition for rendering the contract effective.
42. Bank Guarantee for Advanced Payment	42.1 Except when the interests of UNDP so require, it is UNDP's preference to make no advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per BDS, and exceeds 20% of the total contract price, or USD 30,000, whichever is less, the Bidder shall submit a Bank Guarantee in the full amount of the advance payment in the form available at

	https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&action=default
43. Liquidated Damages	<p>43.1 If specified in BDS, UNDP shall apply Liquidated Damages resulting from the Contractor's delays or breach of its obligations as per the Contract.</p>
44. Payment Provisions	<p>44.1 Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be effected by bank transfer in the currency of contract.</p>
45. Vendor Protest	<p>45.1 UNDP's vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a contract through a competitive procurement process. In the event that a Bidder believes that it was not treated fairly, the following link provides further details regarding UNDP vendor protest procedures:</p> <p>http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html</p>
46. Other Provisions	<p>46.1 In the event that the Bidder offers a lower price to the host Government (e.g. General Services Administration (GSA) of the federal government of the United States of America) for similar services, UNDP shall be entitled to same lower price. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.2 UNDP is entitled to receive the same pricing offered by the same Contractor in contracts with the United Nations and/or its Agencies. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.3 The United Nations has established restrictions on employment of (former) UN staff who have been involved in the procurement process as per bulletin ST/SGB/2006/15</p> <p>http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&referer</p>

Section 3. Bid Data Sheet

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Request for Proposals. In the case of a conflict between the Instructions to Bidders, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall prevail.

BDS No.	Ref. to Section.2	Data	Specific Instructions / Requirements
1	7	Language of the Proposal	Ukrainian, English, Russian
2		Submitting Proposals for Parts or sub-parts of the TOR (partial bids)	Not Allowed
3	20	Alternative Proposals	Shall not be considered
4	21	Pre-proposal conference	<p>Will be Conducted 25.11.2020, 10:00</p> <p>Via Skype for Business</p> <p>Tel. No. :+ 38 044 253-93-63</p> <p>To express your interest to take part please send notification to e-mail procurement.ua@undp.org point out tender reference 807-2020-UNDP-UKR-RFP-MOH-Communication campaign in subject, the title of the company, names and positions of the representatives including contact details in the body of e-mail. Link to skype conference will be provided upon processing your inquiry.</p>
5	10	Proposal Validity Period	90 days
6	14	Bid Security	Not Required
7	41	Advanced Payment upon signing of contract	Not Allowed
8	42	Liquidated Damages	Will not be imposed

9	40	Performance Security	Not Required
10	18	Currency of Proposal	<p>United States Dollar</p> <p><input checked="" type="checkbox"/> Local currency (UAH) is also acceptable.</p> <p>For local companies: in case the offer was submitted in US dollars, payment will be provided in local currency (UAH) at the UNDP rate for the day of payment http://treasury.un.org</p>
11	31	Deadline for submitting requests for clarifications/ questions	5 days before the submission deadline
12	31	Contact Details for submitting clarifications/questions	<p>Focal Person in UNDP: Procurement Unit Address: 1, Klovsky Uzviz, 01021 Kyiv, Ukraine</p> <p>Tel. No. :+ 38 044 253-93-63 E-mail address dedicated for this purpose: procurement.ua@undp.org</p>
13	18, 19 and 21	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	Direct communication to prospective Proposers by email and Posting on the website http://procurement-notice.undp.org
14	23	Deadline for Submission	02.12.2020, 23:59 local time
14	22	Allowable Manner of Submitting Proposals	Submission by email
15	22	Proposal Submission Address	<p>tenders.ua@undp.org</p> <p><u>Please note that bids received through any other address will not be considered.</u></p>
16	22	Electronic submission (email or eTendering) requirements	<ul style="list-style-type: none"> ▪ Format: PDF files, ZIP archives only ▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. ▪ All files must be free of viruses and not corrupted.

			<ul style="list-style-type: none"> ▪ Password for financial proposal <u>must</u> not be provided to UNDP until requested by UNDP ▪ Time Zone to be Recognized: [Kyiv +2] ▪ Max. File Size per transmission: 5 MB <ul style="list-style-type: none"> ▪ <i>Mandatory subject of email: 807-2020-UNDP-UKR-RFP-MOH-Communication campaign, please indicate the number of the proposal part, how many parts the proposal consists of, so that we can understand whether the proposal has been fully delivered.</i> ▪ Other conditions: <i>Proposers are solely responsible for ensuring that any and all files sent to UNDP are readable, that is, uncorrupted, in the indicated electronic format, and free from viruses and malware. Failure to provide readable files will result in the proposal being rejected.</i>
17	27 36	Evaluation Method for the Award of Contract	<p>Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively</p> <p>The minimum technical score required to pass is 70% of the obtainable score of 700 points.</p>
18		Expected date for commencement of Contract	December 14, 2020
19		Maximum expected duration of contract	Till April 2021
20	35	UNDP will award the contract to:	One Proposer Only
21	39	Type of Contract	Purchase Order and Contract for Goods and Services for UNDP
22	39	UNDP Contract Terms and Conditions that will apply	<p>UNDP General Terms and Conditions for Mixed Goods and Services</p> <p>http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</p>
23		Other Information Related to the RFP	

Section 4. Evaluation Criteria

Required documents

- Company Profile, which should not exceed ten (10) pages, including printed brochures and product catalogues relevant to the goods/services being procured;
- Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder;
- Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation;
- Proposed working plan indicating the assignments implementation approach, a detailed description of timelines for each deliverable and indication of the persons responsible for each area of activity;
- Two examples of previous experience in carrying out similar projects/assignments;
Should part of the work under this ToR be sub-contracted, the Proposer can provide samples from the expected sub-contractors. Sub-contracting arrangements, in this case, must be clearly described in the Technical Proposal.
- Latest Audited Financial Statement (Income Statement and Balance Sheet) including Auditor's Report for the past 2 years
- Statement of Satisfactory Performance from the Top 3 Clients in terms of Contract Value the past 3 years
- Duly signed Technical and financial proposals as per Forms A, B, F and G. Financial proposal must be in a separate file and password protected.
- CVs of responsible staff highlighting experiences in servicing similar contracts, including relevant certificates, accreditations and awards received as per Form E, Section 3.
- List of corporate clients highlighting similar contracts for clients of comparable business nature and/or size as UNDP/UN;

Preliminary Examination Criteria

Submitted offers will be reviewed on "Pass" or "Fail" basis to determine compliance with the below formal criteria/ requirements:

Offers must be submitted within the stipulated deadline

Offers must meet required Offer Validity

Offers have been signed by the proper authority

Offers include requested company documentation, including documentation regarding the company's legal status and registration

Offers must comply with general administrative requirements:

- a) properly registered and licensed company
- b) Minimum 3 years of experience on Ukrainian social communication/producing of media pieces/analytics;
- c) Minimum 3 years of grounded experience in holding communications and advocacy campaigns;

Other information is available on <http://www.undp.org.ua/en/tenders>; For the information, please contact procurement@undp.org.ua

Minimum Eligibility and Qualification Criteria

Eligibility and Qualification will be evaluated on Pass/Fail basis.

If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

Subject	Criteria	Document Submission requirement
ELIGIBILITY		
Legal Status	Vendor is a legally registered entity.	Form B: Bidder Information Form
Eligibility	Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3.	Form A: Technical Proposal Submission Form
Conflict of Interest	No conflicts of interest in accordance with ITB clause 4.	Form A: Technical Proposal Submission Form
Bankruptcy	Not declared bankruptcy, not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future.	Form A: Technical Proposal Submission Form
QUALIFICATION		
History of Non-Performing Contracts¹	Non-performance of a contract did not occur as a result of contractor default for the last 3 years.	Form D: Qualification Form
Litigation History	No consistent history of court/arbitral award decisions against the Bidder for the last 3 years.	Form D: Qualification Form
Previous Experience	Minimum 3 years of experience on Ukrainian social communication/producing of media pieces/analytics; Minimum 3 years of grounded experience in holding communications and advocacy campaigns;	Form D: Qualification Form
Financial Standing	Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability. <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	Form D: Qualification Form

¹ Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted.

Technical Evaluation Criteria

Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with the assessment 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 300 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

At the First Stage, the technical proposal is evaluated based on its responsiveness to the Terms of Reference (ToR) and as per below Evaluation Criteria.

At 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 the 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 the 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 awarded to the bidder that submitted the winning proposal.

Summary of Technical Proposal		Score Weight	Max Points obtainable	Company/Other Entity		
				A	B	C
1	Capability and Experience of the Company/Organization	35%	250			
2	Proposed work plan and approach	35%	250			
3	Key personnel	30%	200			
Total		100%	700			

The Technical Evaluation Forms are:

Form 1. The experience of the company / organization submitting the proposal

Form 2. Proposed work plan and concept

Form 3. Personnel

Line #	Line description	Max pts obtainable
Capability and Experience of the Company/Organization Submitting the Proposal		
1.1	General organizational capability (size of the organization, its structure, strength of management support and control)	50

	<ul style="list-style-type: none"> - <i>The organization is officially registered, demonstrates well-developed frameworks and a sound relevant experience of partnerships with both local and global organizations – up to 50 points;</i> - <i>The organization provides a limited description of its capability that may affect the performance of tasks – up to 30 points)</i> 	
1.2	<p>Financial capacity of the organization (stable and sufficient financial capacity to implement the activities described in TOR)</p> <ul style="list-style-type: none"> - <i>The financial statement (past 2 years) shows that organization is not declared bankruptcy, is not involved in bankruptcy or receivership proceedings – up to 50 points</i> 	50
1.3	<p>Relevant experience in:</p> <ul style="list-style-type: none"> - Conducting communications and advocacy campaigns <p><i>(6-7 years of experience – 50 points; 4-5 years – 40 points; 3-4 years – 30 points)</i></p> <ul style="list-style-type: none"> - Policy analysis and working in the area of healthcare issues/medical procurement <p><i>(5 and more projects – 50 points; 3-4 –projects - 40 points; 1-2 projects – 30 points)</i></p> <ul style="list-style-type: none"> - Cooperation with international organizations and governmental institutions <p><i>(5 and more projects – 50 points; 3-4 projects – 40 points; 1-2 projects – 30 points)</i></p>	150
Total		250
Proposed Work Plan and Approach		
2.1	<p>Methodology and approach of implementation of the tasks as per ToR (should demonstrate the organization's understanding of its adherence to the procurement principles of UNDP)</p> <ul style="list-style-type: none"> - <i>The methodology and approach demonstrate a clear understanding of UNDP's needs for services/work, the possible challenges for its implementation, and the objectives that needs to be achieved – up to 100 points;</i> - <i>The approach logically describes a sequence of work but provides limited consideration of UNDP's procurement principles (best value for money; fairness, integrity and transparency; effective competition; the best interest of UNDP) – up to 75 points;</i> - <i>The methodology shows incomplete understanding of the campaign's objectives – up to 50 points.</i> 	100
2.2	A detailed work plan with timelines for the deliverables	130

	<ul style="list-style-type: none"> - The work plan provides a detailed description of the logical and realistic sequence of main activities, their timeframe, describes of how the management of the work will be done; lists the partnerships that will be established – up to 130 points; - The work plan meets the objectives in general, but the timeframe is overstated/understated – up to 100 points; - The work plan does not fully include the clear and direct linkage between the activities and the results to be achieved – up to 80 points 	
2.3	<p>Innovative approach</p> <ul style="list-style-type: none"> - The work plan demonstrates the innovative ideas for the accomplishment of all deliverables – up to 20 points; - The work plan demonstrates the innovative ideas for the accomplishment of 1-2 deliverables – up to 10 points. 	20
Total		250
Key Personnel		
3.1	<p>Relevant qualification and competencies of the proposed personnel</p> <p><i>The team, at a minimum, should be comprised of: team leader, art director/designer, social media specialist, photo/videographer, an accountant.</i></p> <p><i>Curriculum vitae of all team members (including those that will be involved part time) that indicate their previous experience of implementing similar projects</i></p>	200
Team Leader/Project Manager		
3.1	Master's or equivalent degree in Management, Social Science, Communications, Advertising or other relevant area of expertise - 10	15
3.2	At least 3 years of experience in project management; 3-4 years - 10 5 years and more - 20	20
3.3	At least 5 years of experience in communication and PR 5-6 years - 10 pts 7 and more years - 20 pts	20
3.4	Fluent Ukrainian and advanced level of English language - 10 pts	10
Interim score by criteria 3.1-3.5		65
Art Director/Designer		
3.8	Bachelor's or equivalent degree in Design, Visual communication, Advertising or other relevant area of expertise - 10 pts Master's or equivalent degree in Design, Visual communication, Advertising or other relevant area of expertise - 10 pts	15
3.9	At least 3 years of experience in design and communication 3-4 years - 10 pts 5 years and more - 20 pts	20
3.10	Fluent Ukrainian and advanced level of English language - 10 pts	10
Interim score by criteria 3.8-3.10		45

	Social Media Specialist	
3.11	Master's or equivalent degree in Journalism, Communications, Advertising or other relevant area of expertise - 15 pts	15
3.12	At least 3 years of experience in digital/social media, familiarity with social analytics tools 3-4 years - 10 pts 5 years and more - 20 pts	20
3.13	Fluent Ukrainian and advanced level of English language - 10 pts	10
	Interim score by criteria 3.11-3.13	45
	Video/Photographer	
3.14	Bachelor's or equivalent degree in Journalism, Visual communications, Advertising or other relevant area of expertise - 10 pts Master's or equivalent degree in Journalism, Visual communications, Advertising or other relevant area of expertise – 15 pts	15
3.15	At least 3 years of experience video/photo production and editing 3-4 years - 10 pts 5 years and more - 20 pts	20
3.16	Fluent Ukrainian and intermediate level of English language - 10 pts	10
	Interim score by criteria 3.14-3.16	45
	Total for FORM 3	200
	TOTAL TECHNICAL SCORE	<u>700</u>

Section 5. Terms of Reference

Project name: Procurement Support Services to the Ministry of Health of Ukraine Project

Description of the assignment: Communications campaign to showcase achievements in introducing cost-efficient and transparent procurement of medicines as a result of UNDP's assistance

Country/place of implementation: Kyiv, Ukraine

Starting date of the assignment: 14 December 2020

Service duration: April 2021

Payment arrangements: linked to deliverables

Name and position of Service Supervisor(s):

Programme Communications Officer, Health Programme Manager

Evaluation method: Cumulative Analysis

1. BACKGROUND

Since 2015 the United Nations Development Programme (UNDP) has been providing support to the Ministry of Health of Ukraine with medicines procurement. Such assistance has become a vital step forward in establishing a national health procurement programme based on international standards and best practices. UNDP has been working closely with patients' community and civil society organizations to ensure the public oversight of procurement of medicines, vaccines and medical products and make the voice of patients heard in Ukraine. In particular, three rounds (and the fourth was recently announced) of the low-value grant programme were conducted which enabled patients' civil society organizations to monitor the delivery and availability of medicines at the local level.

Key Challenges

Despite the increased efficiency and transparency of the procurement of medicines over the last five years, this area remains to be considered as one of the most vulnerable to corruption. Such a view is widely supported and shared by Ukrainian media outlets which tend to focus on still existing risks and challenges in their reporting. In particular, many of journalistic investigations describing cases of fraud and corruption related to public procurement of medicines have been published.

There are several reasons for such selective media coverage: the long history of corruption and fraud in public health procurement in Ukraine; tendency towards sensationalism in media; information campaigns backed by players with a vested economical interest; as well as lack of a clear, consistent and systematic communications policy of the Ministry of Health on the progress made in this area. Besides, recent research shows that journalists often lack evidence/facts when they produce their reports about healthcare issues. According to the survey of the Institute of Mass Information, only 23 per cent of Ukrainian journalists have a pool of medical experts they can consult while preparing an article². Instead, 43 per cent of journalists consult with their acquaintances who work at hospitals.

² Institute of Mass Information, Research on Ukrainian Journalists and Issues of Medicine, Science and Healthcare, 21

Moreover, recent delays in procurement and delivery of some vital medicines further complicate the communication on the progress that was achieved during the last five years. The negative media reports around the purchase of tests and protective gears for Ukrainian doctors during the coronavirus pandemic, which was widely covered by the Ukrainian press, create even more distrust in society and cast a shadow over procurement of medicines in general.

All the above factors downplay the important achievements and pose serious reputation risks to UNDP 'Procurement Support Services to the Ministry of Health of Ukraine' Project. In order to address these risks and better inform the target audience the Project seeks to hire a company/organization to conduct a communications campaign to showcase the UNDP's contribution to strengthening the capacity of the national healthcare procurement system in Ukraine by introducing cost-efficient and transparent procedures as well as to advocate for the enhanced participation of patient organizations and civil society groups in meaningful monitoring at the various stages of the procurement process.

2. OVERALL SERVICE OBJECTIVE:

The primary goal of this campaign is to raise awareness among the general public about the support UNDP provides to the people of Ukraine and the Ministry of Health of Ukraine in building resilient, and sustainable health system that will guarantee that healthcare needs of all Ukrainians are met with integrity, transparency and accountability.

The special focus will be put on UNDP's contribution to strengthening the institutional capacity of the Ministry of Health and State Enterprise 'Medical Procurement of Ukraine' on anti-corruption, sustainable procurement and human rights, as well as its impact on gender equality and women's empowerment through cost-efficient and quality procurement of medicines for the programmes, where women are the primary target audience.

3. SCOPE OF WORK AND EXPECTED OUTCOMES

Key Objectives

- To raise awareness among the general public about the support UNDP provides to healthcare authorities by helping develop the operational and professional capacity of key institutions and about its positive effect on patients' lives, especially those with rare diseases and in life-threatening conditions;
- To raise UNDP's profile and position the organization as the lead agency at strengthening Ukraine's healthcare system, mitigating possible reputational risks;
- To encourage civil society and mass media to play a more active role as a watchdog of healthcare processes, including medical procurement, and advocate for further healthcare reforms;
- To motivate the grass-root activists, who have previously not seen themselves as a driving force for a positive change, to participate in healthcare reform processes, through local CSOs and patient organizations.

Target audience

- General public: 18-60 years old, socially active, all regions;

- Patients and their families, including women from vulnerable groups;
- Media (both national and local);
- Decision-makers at all levels (National Government, members of Parliament, representatives of regional and local government, municipalities, communities);
- CSOs and patients' organizations both at national and local levels;
- Opinion leaders, experts;
- Grass root activists at the local level

Under the overall guidance of the UNDP Health Programme Manager and direct supervision of the Communications Officer, the selected company will implement the following tasks:

TASK 1. Develop a detailed methodology and a work plan of the communication/awareness raising campaign.

The campaign should focus on the promotion of the following areas related to project implementation:

- Raising public awareness about the support UNDP provides to government health institutions by developing their institutional capacity on anti-corruption, sustainable procurement and human rights;
- Raising public awareness about the impact a cost-efficient and quality procurement of medicines by UNDP has on patients' lives, especially women from vulnerable groups;
- Promoting more active engagement of grass-root activists and patient organizations in further reforms in the area of medicines procurement.

Deliverable 1. Submit a detailed methodology and a work plan of the communication and awareness raising campaign that should include:

- Key messages, communication channels and techniques/tools to deliver the messages to target audiences;
- Implementation plan with clear deadlines;
- Analysis of potential risks and mitigation measures;
- Team roles and responsibilities;
- Monitoring and evaluation plan of campaign implementation.

TASK 2. Develop communications products, including visual, graphic and printed materials, and other creative content.

Deliverable 2.1. Submit a set of 10-15 infographics in Ukrainian and English that showcase positive developments in healthcare procurement over the last five years due to UNDP's support.

The selected company should develop a preliminary infographics design based on the inputs (facts/figures) provided by UNDP. All the comments, suggestions and corrections provided to the preliminary design should be incorporated and infographic materials should be drafted accordingly. The final Ukrainian and English versions of infographics, including the "raw" format in the original application used to develop the infographics, JPEG and PDF files, should be submitted. The final versions will be approved by UNDP. The infographics will be published by UNDP via the existing social media platforms (Facebook/Twitter) and promoted by a company through the communications channels identified as part of Task 1/Deliverable 1.

Deliverable 2.2. Produce five interviews with five experts/ representatives of CSOs, patient organizations, MOH and Public Health Center.

The company is expected to prepare and submit to UNDP for preliminary review and feedback the following:

- A detailed work plan and a schedule of the interviews;
- The list of interviewees and questions (established in consultations with UNDP project Communications Officer);
- Audio files and transcripts of interviews with five experts/representatives of CSOs, patient organizations, MOH and Public Health Center;
- An edited and proofread text of interviews (after the feedback from Communications Officer).

The final versions of interviews shall be approved by UNDP.

Deliverable 2.3. Produce a series of five short videos and 5 social media snippets showcasing “faces” of patients (including at least one woman from a vulnerable group) who benefited from efficient and transparent healthcare procurement and/or showcasing the Project’s activities with a focus on its “human face”, and cooperation with key partners (MOH, Public Health Center). The videos will be shared via social media posts, UNDP website, and online media.

The company is expected to conduct three field trips (the locations will be established by UNDP ahead of missions, the field trips will be covered by UNDP and shall not be included in the Financial Proposal), conduct video shooting, prepare and submit to UNDP for preliminary review and feedback the following:

- Detailed storyboards;
- A specified list of protagonists and questions (as established in consultation with UNDP project Communications Officer);
- The detailed schedule of the trips to the locations and filming requirements in each location;
- Document that includes the full names and titles of all protagonists, the dates and locations where the filming took place, and the file names for the correspondent footage in case the material provided is not provided within labelled folders;
- Consent forms for video shooting;
- Final products/post-production
 1. Three videos of human-interest stories highlighting patients (including a woman from a vulnerable group), the hardships they face and the benefits they got from more efficient and transparent procurement of life-saving medicines (2 min each);
 2. Two technical video stories showcasing the Project’s activities and its cooperation with the key partners (1 min each);
 3. Five social media snippets (one for each video story) - 30 sec each.

The final versions of all videos shall be approved by UNDP.

All videos shall meet the following criteria:

1. All videos should be digital, using professional quality equipment. It is expected that the Company will use a digital SLR camera with a minimum of 20 megapixels, high-quality lenses, and a high-quality audio recording device. A separate, high-quality flash unit is required for interiors. The

Company will also bring its own tripod and microphones (Lavalier or shotgun mic) and headphones (to double check an audio level and noise);

2. Video clips must be at least of 25fps and shutter speed of 1/50, with as low ISO as possible and agreed to by subject, otherwise use audio recording;
3. The resolution must be 1080HD or better and broadcast quality;
4. Embed captions to images as described in the UNDP captioning guideline;
5. The videos should be accompanied with subtitles – one version with English subtitles, and one version – with Ukrainian subtitles, adapted to be appropriate for people with hearing disabilities;
6. Specific details such as geographical location, and name of the person where possible, copyright information, a year picture was taken, the name of the project or other relevant context for each video shall be provided.
7. Final work to be submitted via online storage, such as Microsoft OneDrive, Google Drive, Dropbox or WeTransfer and on an external hard drive.

Deliverable 2.4. Develop five photo stories that showcase inspiring examples of patients/activists & patients' advocates that received their much needed medicines, as well as advocated for more transparent and available healthcare.

The company is expected to conduct necessary field trips (the locations will be established by UNDP ahead of missions, the field trips will be covered by UNDP and shall not be included in the Financial Proposals), make photo sets (at least 20 photos for a story), prepare and submit to UNDP for preliminary review and feedback the following:

- Scripts and shot lists;
- A specified list of interviewees and questions (as established in consultation with the UNDP project Communications Officer);
- The detailed schedule of the trips to the locations and photo requirements in each location;
- Document that includes the full name and title of all protagonists, the dates and locations where the interviews took place, and the file names for the correspondent footage (film and photo) in case the material is not provided within labelled folders;
- Consent forms for photo/video shooting;
- Raw footage of all the material collected (photo).
- Draft essays (submitted to UNDP for comments);
- Final versions of photo essays in Ukrainian (at least 500 words each);
- Photo sets of each protagonist.

The final versions of photo stories will be approved by UNDP.

All photos shall meet the following criteria:

1. Photographs should cover a range of environments and communities relevant to the story, as well as portraits of the protagonists.
2. All photos should be digital, using professional quality equipment. It is expected that the consultant will use a digital SLR camera with a minimum of 20 megapixels and high-quality lenses; a separate, high-quality flash unit is required for interiors.
3. Photographs must be provided at the highest quality and at a minimum of 300 dpi, in JPEG format, suitable for printing, processing or publishing on the web;
4. Embed captions to images as described in the UNDP captioning guideline;

5. Specific details such as geographical location, and name of the person where possible, copyright information, a year picture was taken, the name of the Project or other relevant context for each photo shall be provided.
6. Final work to be submitted via online storage, such as Microsoft OneDrive, Google Drive, Dropbox or WeTransfer and on an external hard drive.

Deliverable 2.5. Produce a series of 8-10 branded portraits (faces of patients, including at least one woman from vulnerable groups) – a still photo and a moving/live image for each.

The Company is expected to prepare and submit to UNDP for preliminary review and feedback the following:

- Selection of visuals and quotes for posters;
- 8-10 branded portraits of patients (featured in videos and photo stories) - a still photo and a moving/live image for each.

The final versions of visuals/portraits will be approved by UNDP.

TASK 3. Submit the final report (including the analysis on the performance across media and social media platforms).

The final report shall be submitted in English and shall include:

- Detailed results of social media and media monitoring that should be conducted during the period of service with the reference to the Project's activities during the campaign (e.g. number of times the Project and its activities were mentioned on different platforms, number of beneficiaries by target group that were reached by the Project's messages, and other relevant data);
- Visualization of the analytical data to demonstrate the key patterns in reach, engagement and target audience perception.

Tasks, deliverables and deadlines

Tasks	Deliverables	Payment amount	Deadline
TASK 1. Develop a detailed methodology and a work plan of the communication/awareness raising activities to be conducted during the campaign.	Deliverable 1. Submit a detailed methodology and a work plan of the communication/awareness raising activities to be conducted during the campaign that would include key messages, communication channels and techniques/tools to deliver the messages to target audiences; implementation plan with clear deadlines; analysis of potential risks and mitigation measures; team roles and responsibilities; monitoring and evaluation plan of campaign implementation.	10% of the contract amount	By December 22, 2020

TASK 2. Develop awareness-raising products, including audio-visual, graphic and printed materials, and other creative content.	Deliverable 2.1. Submit a set of 10-15 infographics in Ukrainian and English that showcase the positive developments in healthcare procurement over the last 5 years due to the work of UNDP.	10% of the contract amount	By January 5, 2020
	Deliverable 2.2. Produce 5 interviews with 5 experts/representatives of CSOs, patient organizations, MOH and Public Health Center.	40% of the contract amount	By February 26, 2020
	Deliverable 2.3. Produce a series of 5 short video and 5 social media snippets showcasing “faces” of patients (including a woman from a vulnerable group) who benefited from more efficient and transparent healthcare procurement and/or showcasing the Project’s activities with a focus on its “human face”, and cooperation with key partners (MOH, Public Health Center).		
	Deliverable 2.4. Develop 5 photo stories that showcase inspiring examples of patients/activists & patients’ advocates that received their much needed medicines, as well as advocated for more transparent and available healthcare.	20% of the contract amount	By March 26, 2021
	Deliverable 2.5. Produce a series of 8-10 branded portraits (faces of patients, including a woman from a vulnerable groups) - a still photo and a moving/live image for each.		
TASK 3. Submit the final report (including the analysis on the performance across media and social media platforms).	Deliverable 3. Submit the final report (including the analysis on the performance across media and social media platforms).	20% of the contract amount	By April 7, 2021
	Total	100%	

The full list of creative products shall be finalized in consultation with the Contractor, on the stage of creative concept development.

Inputs

- UNDP will provide the Contractor with the background information, including Project related materials and UNDP branding guidelines;

- UNDP will provide the Contractor with relevant technical advice and support during the development of the products;
- UNDP will support the Contractor and share the contacts of partners (CSOs and patient organizations) to organize interviews and photo/video shoots;
- UNDP will guide the Contractor on the visibility of the Project.

Copyright

The deliverables should be submitted in English. The title rights, copyrights and all other rights whatsoever nature in any material produced under the provisions of this ToR will be vested exclusively in UNDP.

4. GENERAL OPERATIONS

- The Contractor will be responsible for managing the process of the task implementation, its human resources and expenditures related to the tasks in terms of time and adequacy in close consultation with UNDP.
- The Contractor will receive the payment in instalments as a lump sum.

5. REQUIREMENTS FOR REPORTING

The Contractor will report to the Project's Communications Officer and the Health Programme Manager.

The Contractor shall provide the necessary information, reports, etc., within the timeline of the work on a daily/weekly basis.

Use of Reports/Documents

No report or document should be published or distributed to third parties without the approval of UNDP. The Tentative Work Plan provided hereinabove may be amended upon Contractor's suggestions and/or mutual discussion of UNDP and the Contractor and solely upon written consent. Any unauthorized breach of terms and conditions of the agreed plan may lead to termination of the contract.

6. EXPERIENCE AND QUALIFICATION REQUIREMENTS

Requirements to the Contractor:

- Officially registered organization (commercial, non-governmental, public);
- Minimum 3 years of experience on Ukrainian social communication/producing of media pieces/analytics;
- Minimum 3 years of grounded experience in holding communications and advocacy campaigns;
- Experience in cooperation with international organizations and governmental institutions will be an asset;
- Policy analysis and working in the area of healthcare issues/medical procurement will be an asset

Requirements for the Contractor Team members:

Team Leader

- 1) Master's or equivalent degree in Journalism, Management, Social Science, Communications, Advertising or another relevant area of expertise;
- 2) At least 3 years of experience in project management;
- 3) At least 5 years of experience in communication and PR;
- 4) Fluent Ukrainian and advanced level of English language.

Art Director/Designer

- 1) Bachelor's or equivalent degree in Design, Visual communication, Advertising or another relevant area of expertise;
- 2) At least 3 years of experience in design and communication;
- 3) Fluent Ukrainian and advanced level of English language.

Social Media Specialist

- 1) Master's or equivalent degree in Journalism, Communications, Advertising or another relevant area of expertise;
- 2) At least 3 years of experience in digital/social media, familiarity with social analytics tools;
- 3) Fluent Ukrainian and advanced level of English language.

Video/photographer

- 1) Bachelor's or equivalent degree in Journalism, Visual communications, Advertising or another relevant area of expertise;
- 2) At least 3 years of experience in video/photo production and editing;
- 3) Fluent Ukrainian and intermediate level of English language.

7. DOCUMENTS TO BE SUBMITTED IN TECHNICAL PROPOSAL

- ☒ Letter of interest/proposal that outlines the applicant organization/company organizational and financial capacity, its previous experience in implementing a similar project and its competitive advantages;
- ☒ Work plan indicating the assignments implementation approach, a detailed description of timelines for each deliverable and indication of the persons responsible for each area of activity;
- ☒ Two examples of previous experience in carrying out similar projects/assignments;

Should part of the work under this ToR be sub-contracted, the Proposer can provide samples from the expected sub-contractors. Sub-contracting arrangements, in this case, must be clearly described in the Technical Proposal;

- ☒ Minimum 2 references from previous clients;
- ☒ Curriculum vitae of team members that will be involved in project implementation either full time or part-time.

8. 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.

	Activity/Costs	Unit	Number of Units	Cost per Unit	Amount excluding VAT	VAT	Amount including VAT
	Cost breakdown by components						
1	Personnel:						
	Team Leader	month					
	Other team members:	month					
2	Travel costs						
3	Other costs (<i>if any – to define clearly activities/costs</i>)						
	Cost breakdown by deliverable						
1	Submit a detailed methodology and a work plan of the communication/awareness raising activities to be conducted during the						

	campaign that would include key messages, communication channels and techniques/tools to deliver the messages to target audiences; implementation plan with clear deadlines; analysis of potential risks and mitigation measures; team roles and responsibilities; monitoring and evaluation plan of campaign implementation.						
2	Submit a set of 10-15 infographics in Ukrainian and English that showcase the positive developments in healthcare procurement over the last 5 years due to the work of UNDP.	Field work					
	Produce 5 interviews with 5 experts/ representatives of CSOs and patient organizations.						
	Produce a series of 5 short video and 5 social media snippets showcasing “faces” of patients (including a woman from a vulnerable group) who benefited from more efficient and transparent healthcare procurement and/or showcasing the Project’s activities with a focus on its “human face”, and cooperation with key partners (MOH, Public Health Center).						
	Develop 5 photo stories that showcase inspiring examples of patients/activists & patients’ advocates that received their much needed medicines, as well as advocated for more						

	transparent and available healthcare.						
	Produce a series of 8-10 branded portraits (faces of patients, including a woman from a vulnerable group) - a still photo and a moving/live image for each.						
3	Submit the final report (including the analysis on the performance across media and social media platforms).						
4	Other costs (<i>if any – to define clearly activities/costs</i>)						
	TOTAL						

SUGGESTED PAYMENT SCHEDULE:

Payments will be made in 3 tranches according to the following payment schedule:

First payment - upon satisfactory submission of deliverable #1– 10%

Second payment- upon satisfactory submission of deliverable #2.1 – 10%

Third payment – upon satisfactory submission of deliverable #2.2 and #2.3 – 40%

Fourth payment – upon satisfactory submission of deliverable #2.4 and #2.5 – 20%

Fifth payment – upon satisfactory submission of deliverable #3 – 20%

Payment for services of the Contractor will be held upon satisfactory completion of services as specified above.

9. EVALUATION CRITERIA

Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with the assessment 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

300 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

At the First Stage, the technical proposal is evaluated based on its responsiveness to the Terms of Reference (ToR) and as per below Evaluation Criteria.

At 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 the 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 the 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 awarded to the bidder that submitted the winning proposal.

Summary of Technical Proposal		Score Weight	Max Points obtainable	Company/Other Entity		
				A	B	C
1	Capability and Experience of the Company/Organization	35%	250			
2	Proposed work plan and approach	35%	250			
3	Key personnel	30%	200			
Total		100%	700			

The Technical Evaluation Forms are:

Form 1. The experience of the company / organization submitting the proposal

Form 2. Proposed work plan and concept

Form 3. Personnel

Line #	Line description	Max pts obtainable
Capability and Experience of the Company/Organization Submitting the Proposal		
1.1	<p>General organizational capability (size of the organization, its structure, strength of management support and control)</p> <ul style="list-style-type: none"> - <i>The organization is officially registered, demonstrates well-developed frameworks and a sound relevant experience of partnerships with both local and global organizations – up to 50 points;</i> - <i>The organization provides a limited description of its capability that may affect the performance of tasks – up to 30 points)</i> 	50

1.2	<p>Financial capacity of the organization (stable and sufficient financial capacity to implement the activities described in TOR)</p> <ul style="list-style-type: none"> - <i>The financial statement (past 2 years) shows that organization is not declared bankruptcy, is not involved in bankruptcy or receivership proceedings – up to 50 points</i> 	50
1.3	<p>Relevant experience in:</p> <ul style="list-style-type: none"> - Conducting communications and advocacy campaigns <p><i>(6-7 years of experience – 50 points; 4-5 years – 40 points; 3-4 years – 30 points)</i></p> <ul style="list-style-type: none"> - Policy analysis and working in the area of healthcare issues/medical procurement <p><i>(5 and more projects – 50 points; 3-4 – projects - 40 points; 1-2 projects – 30 points)</i></p> <ul style="list-style-type: none"> - Cooperation with international organizations and governmental institutions <p><i>(5 and more projects – 50 points; 3-4 projects – 40 points; 1-2 projects – 30 points)</i></p>	150
Total		250
Proposed Work Plan and Approach		
2.1	<p>Methodology and approach of implementation of the tasks as per ToR (should demonstrate the organization's understanding of its adherence to the procurement principles of UNDP)</p> <ul style="list-style-type: none"> - <i>The methodology and approach demonstrate a clear understanding of UNDP's needs for services/work, the possible challenges for its implementation, and the objectives that needs to be achieved – up to 100 points;</i> - <i>The approach logically describes a sequence of work but provides limited consideration of UNDP's procurement principles (best value for money; fairness, integrity and transparency; effective competition; the best interest of UNDP) – up to 75 points;</i> - <i>The methodology shows incomplete understanding of the campaign's objectives – up to 50 points.</i> 	100
2.2	<p>A detailed work plan with timelines for the deliverables</p> <ul style="list-style-type: none"> - <i>The work plan provides a detailed description of the logical and realistic sequence of main activities, their timeframe, describes of how the management of the work will be done; lists the partnerships that will be established – up to 130 points;</i> - <i>The work plan meets the objectives in general, but the timeframe is overstated/understated – up to 100 points;</i> 	130

	<ul style="list-style-type: none"> <i>The work plan does not fully include the clear and direct linkage between the activities and the results to be achieved – up to 80 points</i> 	
2.3	<p>Innovative approach</p> <ul style="list-style-type: none"> <i>The work plan demonstrates the innovative ideas for the accomplishment of all deliverables – up to 20 points;</i> <i>The work plan demonstrates the innovative ideas for the accomplishment of 1-2 deliverables – up to 10 points.</i> 	20
Total		250
Key Personnel		
3.1	<p>Relevant qualification and competencies of the proposed personnel</p> <p><i>The team, at a minimum, should be comprised of: team leader, art director/designer, social media specialist, photo/videographer, an accountant.</i></p> <p><i>Curriculum vitae of all team members (including those that will be involved part time) that indicate their previous experience of implementing similar projects</i></p>	200
Team Leader/Project Manager		
3.1	Master's or equivalent degree in Management, Social Science, Communications, Advertising or other relevant area of expertise - 10	15
3.2	<p>At least 3 years of experience in project management;</p> <p>3-4 years - 10</p> <p>5 years and more - 20</p>	20
3.3	<p>At least 5 years of experience in communication and PR</p> <p>5-6 years - 10 pts</p> <p>7 and more years - 20 pts</p>	20
3.4	Fluent Ukrainian and advanced level of English language - 10 pts	10
Interim score by criteria 3.1-3.5		65
Art Director/Designer		
3.8	<p>Bachelor's or equivalent degree in Design, Visual communication, Advertising or other relevant area of expertise - 10 pts</p> <p>Master's or equivalent degree in Design, Visual communication, Advertising or other relevant area of expertise - 10 pts</p>	15
3.9	<p>At least 3 years of experience in design and communication</p> <p>3-4 years - 10 pts</p> <p>5 years and more - 20 pts</p>	20
3.10	Fluent Ukrainian and advanced level of English language - 10 pts	10
Interim score by criteria 3.8-3.10		45
Social Media Specialist		
3.11	Master's or equivalent degree in Journalism, Communications, Advertising or other relevant area of expertise - 15 pts	15

3.12	At least 3 years of experience in digital/social media, familiarity with social analytics tools 3-4 years - 10 pts 5 years and more - 20 pts	20
3.13	Fluent Ukrainian and advanced level of English language - 10 pts	10
	Interim score by criteria 3.11-3.13	45
	Video/Photographer	
3.14	Bachelor's or equivalent degree in Journalism, Visual communications, Advertising or other relevant area of expertise - 10 pts Master's or equivalent degree in Journalism, Visual communications, Advertising or other relevant area of expertise – 15 pts	15
3.15	At least 3 years of experience video/photo production and editing 3-4 years - 10 pts 5 years and more - 20 pts	20
3.16	Fluent Ukrainian and intermediate level of English language - 10 pts	10
	Interim score by criteria 3.14-3.16	45
	Total for FORM 3	200
	TOTAL TECHNICAL SCORE	<u>700</u>

Section 6: Returnable Bidding Forms / Checklist

This form serves as a checklist for preparation of your Proposal. Please complete the Returnable Bidding Forms in accordance with the instructions in the forms and return them as part of your Proposal submission. No alteration to format of forms shall be permitted and no substitution shall be accepted.

Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

Technical Proposal Envelope:

Have you duly completed all the Returnable Bidding Forms?	
▪ Form A: Technical Proposal Submission Form	<input type="checkbox"/>
▪ Form B: Bidder Information Form	<input type="checkbox"/>
▪ Form C: Joint Venture/Consortium/ Association Information Form	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?	<input type="checkbox"/>

Financial Proposal Envelope

(Must be submitted in password protected file via email. Electronic format of submission only)

▪ Form F: Financial Proposal Submission Form	<input type="checkbox"/>
▪ Form G: Financial Proposal Form	<input type="checkbox"/>

Form A: Technical Proposal Submission Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium /Association members or subcontractors or suppliers for any part of the contract:

- a) is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists;
- b) have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization;
- c) have no conflict of interest in accordance with Instruction to Bidders Clause 4;
- d) do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);
- e) have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;
- f) undertake not to engage in proscribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we embrace the principles of the United Nations Supplier Code of Conduct and adhere to the principles of the United Nations Global Compact.

We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification and/or sanctioning by the UNDP.

We offer to provide services in conformity with the Bidding documents, including the UNDP General Conditions of Contract and in accordance with the Terms of Reference

Our Proposal shall be valid and remain binding upon us for the period of time specified in the Bid Data Sheet.

We understand and recognize that you are not bound to accept any Proposal you receive.

I, the undersigned, certify that I am duly authorized by [Insert Name of Bidder] to sign this Proposal and bind it should UNDP accept this Proposal.

Name: _____

Title: _____

Date: _____

Signature: _____

[Stamp with official stamp of the Bidder]

Form B: Bidder Information Form

Legal name of Bidder	[Complete]
Legal address	[Complete]
Year of registration	[Complete]
Bidder's Authorized Representative Information	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UGNM vendor number]
Are you a UNDP vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UNDP vendor number]
Countries of operation	[Complete]
No. of full-time employees	[Complete]
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	[Complete]
Does your Company hold any accreditation such as ISO 14001 related to the environment? (If yes, provide a Copy of the valid Certificate):	[Complete]
Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)	[Complete]
Contact person UNDP may contact for requests for clarification during Proposal evaluation	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
Please attach the following documents:	As per Section 4, Required documents

Form C: Joint Venture/Consortium/Association Information Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

To be completed and returned with your Proposal if the Proposal is submitted as a Joint Venture/Consortium/Association.

No	Name of Partner and contact information (address, telephone numbers, fax numbers, e-mail address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	[Complete]	[Complete]
2	[Complete]	[Complete]
3	[Complete]	[Complete]

Name of leading partner (with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)	[Complete]
--	------------

We have attached a copy of the below document signed by every partner, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture:

☐ Letter of intent to form a joint venture **OR** ☐ JV/Consortium/Association agreement

We hereby confirm that if the contract is awarded, all parties of the Joint Venture/Consortium/Association shall be jointly and severally liable to UNDP for the fulfillment of the provisions of the Contract.

Name of partner: _____ Name of partner: _____

Signature: _____ Signature: _____

Date: _____ Date: _____

Name of partner: _____ Name of partner: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Form D: Qualification Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

If JV/Consortium/Association, to be completed by each partner.

Historical Contract Non-Performance

☐ Contract non-performance did not occur for the last 3 years

☐ Contract(s) not performed for the last 3 years

Year	Non- performed portion of contract	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Reason(s) for non-performance:	

Litigation History (including pending litigation)

☐ No litigation history for the last 3 years

☐ Litigation History as indicated below

Year of dispute	Amount in dispute (in US\$)	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Matter in dispute: Party who initiated the dispute: Status of dispute:	

		Party awarded if resolved:	
--	--	----------------------------	--

Previous Relevant Experience

Please list only previous similar assignments successfully completed in the last 3 years.

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by UNDP.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value	Period of activity and status	Types of activities undertaken

Bidders may also attach their own Project Data Sheets with more details for assignments above.

☐ Attached are the Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

Financial Standing

Annual Turnover for the last 3 years	Year	USD
	Year	USD
	Year	USD
Latest Credit Rating (if any), indicate the source		

Financial information (in US\$ equivalent)	Historic information for the last 3 years		
	Year 1	Year 2	Year 3
	<i>Information from Balance Sheet</i>		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			

Current Liabilities (CL)			
	<i>Information from Income Statement</i>		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio			

☐ Attached are copies of the audited financial statements (balance sheets, including all related notes, and income statements) for the years required above complying with the following condition:

- a) Must reflect the financial situation of the Bidder or party to a JV, and not sister or parent companies;
- b) Historic financial statements must be audited by a certified public accountant;
- c) Historic financial statements must correspond to accounting periods already completed and audited. No statements for partial periods shall be accepted.

Form E: Format of Technical Proposal

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder's proposal should be organized to follow this format of Technical Proposal. Where the bidder is presented with a requirement or asked to use a specific approach, the bidder must not only state its acceptance, but also describe how it intends to comply with the requirements. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.

SECTION 1: Bidder's experience and reputation on the market

- 1.1 Brief description of the organization, including the year and country of incorporation, and types of activities undertaken.
- 1.2 General organizational capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted (if so, provide details).
- 1.3 Relevant certificates and association membership confirming documents.
- 1.4 Quality assurance procedures and risk mitigation measures.
- 1.5 Organization's commitment to sustainability.

SECTION 2: Bidder's capability and expertise

This section should demonstrate the bidder's responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

- 2.1 Detailed organizational structure of the Company, including quantity of qualified personal available.
- 2.2 Information about sales volumes past 3 years.
- 2.3 Description of booking system in use
- 2.4 Quality assurance and service support provision information.
- 2.5 Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors and how everyone will function as a team.
- 2.6 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement.
- 2.7 Demonstrate how you plan to integrate sustainability measures in the execution of the contract.
- 2.8 Any other comments or information regarding the project approach and methodology that will be adopted.

SECTION 3: Management Structure and Key Personnel

- 3.1 Describe the overall management approach toward planning and implementing the project. Include an organization chart for the management of the project describing the relationship of key positions and designations. Provide a spreadsheet to show the activities of each personnel and the time allocated for his/her involvement.
- 3.2 Provide CVs for key personnel that will be provided to support the implementation of this project using the format below. CVs should demonstrate qualifications in areas relevant to the Scope of Services.

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	<i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i>
	[Insert]
Professional certifications	<i>[Provide details of professional certifications relevant to the scope of services]</i>
	<ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of certification: [Insert]
Employment Record/ Experience	<i>[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]</i>
	[Insert]
References	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i>
	Reference 1: [Insert] Reference 2: [Insert]

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself.

Signature of Personnel

Date (Day/Month/Year)

Form F: Financial Proposal Submission Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

Our attached Financial Proposal is for the sum of [Insert amount in words and figures].

Our Proposal shall be valid and remain binding upon us for the period of time specified in the Bid Data Sheet.

We understand you are not bound to accept any Proposal you receive.

Name: _____

Title: _____

Date: _____

Signature: _____

[Stamp with official stamp of the Bidder]

Form G: Financial Proposal Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder is required to prepare the Financial Proposal following the below format and submit it in a file separate from the Technical Proposal and password protected as indicated in the Instruction to Bidders. Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification.

The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder's Technical Proposal.

Currency of proposal may be UAH or USD, though USD is highly recommended as the price of the contract will be based on the proposal and its currency and will not be changed in its duration. Thus, USD price

	Activity/Costs	Unit	Number of Units	Cost per Unit	Amount excluding VAT	VAT	Amount including VAT
	Cost breakdown by components						
1	Personnel:						
	Team Leader	month					
	Other team members:	month					
2	Travel costs						
3	Other costs (<i>if any – to define clearly activities/costs</i>)						
	Cost breakdown by deliverable						
1	Submit a detailed methodology and a work plan of the communication/awareness raising activities to be conducted during the campaign that would include key messages, communication channels and techniques/tools to deliver the messages to target audiences; implementation plan with						

	clear deadlines; analysis of potential risks and mitigation measures; team roles and responsibilities; monitoring and evaluation plan of campaign implementation.						
2	Submit a set of 10-15 infographics in Ukrainian and English that showcase the positive developments in healthcare procurement over the last 5 years due to the work of UNDP.	Field work					
	Produce 5 interviews with 5 experts/ representatives of CSOs and patient organizations.						
	Produce a series of 5 short video and 5 social media snippets showcasing “faces” of patients (including a woman from a vulnerable group) who benefited from more efficient and transparent healthcare procurement and/or showcasing the Project’s activities with a focus on its “human face”, and cooperation with key partners (MOH, Public Health Center).						
	Develop 5 photo stories that showcase inspiring examples of patients/activists & patients’ advocates that received their much needed medicines, as well as advocated for more transparent and available healthcare.						
	Produce a series of 8-10 branded portraits (faces of patients, including a woman from a vulnerable group) - a still photo and a						

	moving/live image for each.						
3	Submit the final report (including the analysis on the performance across media and social media platforms).						
4	Other costs (<i>if any – to define clearly activities/costs</i>)						
	TOTAL						

NB Amounts in both tables must be equal as they represent the same financial proposal from different aspects.

“Duly authorized to sign the proposal for and on behalf of” _____

(Name of Organisation): _____

Signature/Stamp of Entity/Date: _____

Name of representative: _____

Address: _____

Telephone/Fax: _____

Email: _____