



## REQUEST FOR QUOTATION (RFQ)

RFQ Reference: 03-2021	Date: 19 February 2021
------------------------	------------------------

### SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation for the provision of services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Schedule of Requirements

Annex 2: Quotation Submission Form

Annex 3: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3 Technical and Financial Offer, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Issued by:

Signature: \_\_\_\_\_

Name: Mohamed Cheddad

Title: Operations Manager

Date: 19/02/2021

## SECTION 2: RFQ INSTRUCTIONS AND DATA

<b>Introduction</b>	<p>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the <a href="#">UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement</a></p> <p>Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ.</p> <p>UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or publication of cancellation notice on UNDP website.</p>
<b>Deadline for the Submission of Quotation</b>	<p><b>05-03-2021 à 16h heure Rabat</b></p> <p>If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a>.</p> <p>For eTendering submission - as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone.</p>
<b>Method of Submission</b>	<p>Quotations must be submitted as follows:</p> <p><input type="checkbox"/> E-tendering</p> <p><input checked="" type="checkbox"/> Dedicated Email Address</p> <p><input type="checkbox"/> Courier / Hand delivery</p> <p><input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a></p> <p>Bid submission address: <a href="#">Click or tap here to enter text.</a></p> <ul style="list-style-type: none"> <li>File Format: 40MB</li> <li>File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>All files must be free of viruses and not corrupted.</li> <li>Max. File Size per transmission: <a href="#">Click or tap here to enter text.</a></li> <li>Mandatory subject of email: <a href="#">Click or tap here to enter text.</a></li> <li>Multiple emails must be clearly identified by indicating in the subject line "email no. X of Y", and the final "email no. Y of Y."</li> <li>It is recommended that the entire Quotation be consolidated into as few attachments as possible.</li> <li>The bidder should receive an email acknowledging email receipt.</li> </ul> <p>[For eTendering method, click the link <a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a> and insert Event ID information]</p> <ul style="list-style-type: none"> <li>Insert BU Code and Event ID number</li> </ul> <p>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: <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/">http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/</a></p>
<b>Cost of preparation of quotation</b>	<p>UNDP shall not be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</p>
<b>Supplier Code of Conduct, Fraud, Corruption,</b>	<p>All prospective suppliers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes <b>principles on labour, human rights, environment and ethical conduct</b> may be found at: <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></p> <p>Moreover, 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</p>

	<p>requires all bidders/vendors to observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_an_dinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_an_dinvestigation.html#anti</a></p>
<b>Gifts and Hospitality</b>	<p>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, dinners or similar. In pursuance of this policy, UNDP: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, 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>
<b>Conflict of Interest</b>	<p>UNDP requires every prospective Supplier to avoid and prevent conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ. Bidders shall 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.</p> <p>Bidders must disclose in their Bid their knowledge of the following: a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving goods and/or services under this RFQ.</p> <p>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 RFQ, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Bid.</p>
<b>General Conditions of Contract</b>	<p>Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract</p> <p>Select the applicable GTC:</p> <p><input checked="" type="checkbox"/> <a href="#">General Terms and Conditions / Special Conditions for Contract.</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for Works</a></p> <p>Applicable Terms and Conditions and other provisions are available at <a href="#">UNDP/How-we-buy</a></p>
<b>Special Conditions of Contract</b>	<p><input checked="" type="checkbox"/> Cancellation of PO/Contract if the delivery/completion is delayed by [indicate number of days]</p> <p><input type="checkbox"/> Others [pls. specify]</p>
<b>Eligibility</b>	<p>A vendor who will be engaged by UNDP may 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. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.</p> <p>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> <p>Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative.</p>
<b>Currency of Quotation</b>	<p>Quotations shall be quoted in USD</p>
<b>Joint Venture, Consortium</b>	<p>If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Bid, they shall confirm in their Bid 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</p>

<b>or Association</b>	Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Bid; 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, Consortium or Association. Refer to Clauses 19 – 24 under <a href="#">Solicitation policy</a> for details on the applicable provisions on Joint Ventures, Consortium or Association.
<b>Only one Bid</b>	The Bidder (including the Lead Entity on behalf of the individual members of any Joint Venture, Consortium or Association) shall submit only one Bid, either in its own name or, if a joint venture, Consortium or Association, as the lead entity of such Joint Venture, Consortium or Association. Bids submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following: 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 b) they have the same legal representative for purposes of this RFQ; or c) 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 Bid of, another Bidder regarding this RFQ process; d) they are subcontractors to each other's Bid, or a subcontractor to one Bid also submits another Bid under its name as lead Bidder; or e) some key personnel proposed to be in the team of one Bidder participates in more than one Bid received for this RFQ process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Bid.
<b>Duties and taxes</b>	Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ of the General Assembly of the United Nations, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below: All prices must: <input type="checkbox"/> be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> be exclusive of VAT and other applicable indirect taxes
<b>Language of quotation</b>	English Including documentation including catalogues, instructions and operating manuals.
<b>Documents to be submitted</b>	Bidders shall include the following documents in their quotation: <input checked="" type="checkbox"/> Annex 2: Quotation Submission Form duly completed and signed <input checked="" type="checkbox"/> Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex 1 <input type="checkbox"/> Company Profile. <input checked="" type="checkbox"/> Registration certificate; <input type="checkbox"/> List and value of projects performed for the last XXXX years plus client's contact details who may be contacted for further information on those contracts; <input checked="" type="checkbox"/> List and value of ongoing Projects with UNDP and other national/multi-national organization with contact details of clients and current completion ratio of each ongoing project; <input checked="" type="checkbox"/> Statement of satisfactory Performance (Certificates) from the top 3 clients in terms of Contract value in similar field; <input checked="" type="checkbox"/> Completed and signed CVs for the proposed key Personnel; <input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>
<b>Quotation validity period</b>	Quotations shall remain valid for 90 days days from the deadline for the Submission of Quotation.
<b>Price variation</b>	No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.
<b>Partial Quotes</b>	<input checked="" type="checkbox"/> Not permitted

	<input type="checkbox"/> Permitted Insert conditions for partial quotes and ensure that the requirements are properly listed in lots to allow partial quotes
<b>Alternative Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted If permitted, an alternative quote may be submitted only if a conforming quote to the RFQ requirements is submitted. Where the conditions for its acceptance are met, or justifications are clearly established, <a href="#">Click or tap here to enter text.</a> reserves the right to award a contract based on an alternative quote. If multiple/alternative quotes are being submitted, they must be clearly marked as "Main Quote" and "Alternative Quote"
<b>Payment Terms</b>	<input checked="" type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation. <input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>
<b>Conditions for Release of Payment</b>	<input type="checkbox"/> Passing Inspection [specify method, if possible] Complete Installation <input type="checkbox"/> Passing all Testing [specify standard, if possible] <input type="checkbox"/> Completion of Training on Operation and Maintenance [specify no. of trainees, and location of training, if possible] <input type="checkbox"/> Written Acceptance of Goods, Services and Works, based on full compliance with RFQ requirements <input type="checkbox"/> Others [pls. specify]
<b>Contact Person for correspondence, notifications and clarifications</b>	E-mail address: <a href="mailto:procurement.morocco@undp.org">procurement.morocco@undp.org</a> <b>Attention: Quotations shall not be submitted to this address but to the address for quotation submission above. Otherwise, offer shall be disqualified.</b> <b>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</b>
<b>Clarifications</b>	Requests for clarification from bidders will not be accepted any later than 5 days before the submission deadline. Responses to request for clarification will be communicated <a href="#">Click or tap here to enter text.</a> by <a href="#">Click or tap to enter a date.</a>
<b>Evaluation method</b>	<input type="checkbox"/> The Contract or Purchase Order will be awarded to the lowest price substantially compliant offer <input checked="" type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>
<b>Evaluation criteria</b>	<input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1 <input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract <input type="checkbox"/> Comprehensiveness of after-sales services <input type="checkbox"/> Earliest Delivery /shortest lead time <input type="checkbox"/> Others <a href="#">Click or tap here to enter text.</a>
<b>Right not to accept any quotation</b>	UNDP is not bound to accept any quotation, nor award a contract or Purchase Order
<b>Right to vary requirement at time of award</b>	At the time of award of Contract or Purchase Order, <a href="#">Click or tap here to enter text.</a> reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25% ) of the total offer, without any change in the unit price or other terms and conditions.
<b>Type of Contract to be awarded</b>	<input checked="" type="checkbox"/> Purchase Order <input type="checkbox"/> <a href="#">Contract Face Sheet</a> (Goods and-or Services) (this template is also utilised for Long-Term Agreement) and if an LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.) <input type="checkbox"/> <a href="#">Contract for Works</a> <input type="checkbox"/> Other Type/s of Contract [pls. specify]
<b>Expected date for contract award.</b>	05 March 2021

<b>Publication of Contract Award</b>	UNDP will publish the contract awards valued at USD 100,000 and more on the websites of the CO and the corporate UNDP Web site.
<b>Policies and procedures</b>	This RFQ is conducted in accordance with <a href="#">UNDP Programme and Operations Policies and Procedures</a>
<b>UNGM registration</b>	Any Contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a> . The Bidder may still submit a quotation 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.

## ANNEX 1: SCHEDULE OF REQUIREMENTS

Title: Establishing a Crowdfunding Academy

Project: “IsDB - ISFD NGOs Empowerment for Poverty Reduction Program”

### a. Objective

IsDB, ISFD and UNDP recognize the significant role of Civil Society Organizations (CSOs), including Non-Governmental Organizations (NGOs), as valuable development partners that help to promote citizen participation, enhance sustainability and alleviate poverty to accelerate progress towards the SDGs.

Access to finance remains one of the main challenges for CSOs and NGOs. This obstacle is to a large extent associated with the lack of information on different funding mechanism, the weak quality of CSOs projects and campaigns shared with potential donors. The project aims at helping them explore alternative financing models such as crowdfunding and build their capacity to raise funds for their activities and projects.

In order to be able to support their work, this TOR has been set with the main objective to establish a Crowdfunding Academy bringing together valuable partners to build the ecosystem. The CFA will organize a five days’ crowdfunding workshop for CSOs. 20-25 CSOs and NGOs will be identified to participate in the training.

### b. Specific objectives

1. **Support the process of mapping NGOs/CSOs** to Tadamon platform by inviting them to join the platform and sharing contacts of those that UNDP already has positive experiences with.
2. **Build an ecosystem** of relevant partners to empower and support the CSOs and NGOs especially in crowdfunding. Partners should have experience in creating campaigns and promoting them, raising funds through alternative financing models and capacity building for CSOs and NGOs.
3. **Crowdfunding webinars:** Organize at least 2 webinars with main local stakeholders as a preparation for the Crowdfunding Academy.
4. **National crowdfunding roundtable:** Organize a roundtable in order to discuss the current state of play, in terms of policies, laws and regulations, and to brainstorm ideas for building an enabling environment for crowdfunding to thrive in the country.
5. **Crowdfunding ToT:** Support the local pool of stakeholders and experts and take them through the Digital Crowdfunding Academy program; organized as a one day Crowdfunding Academy Training of Trainers (TOT).
6. **Organize a Crowdfunding Academy (CFA) training workshop** (at least five days) for the selected at least 20 CSOs to build their capacity in creating crowdfunding campaigns; that is connected with the Digital Crowdfunding Academy e-learning course.
7. **Publish all the relevant information** on Crowdfunding Academy online and on social networks.
8. **Follow up and campaign** monitoring after the projects are published on Tadamon platform

### c. Partners

United Nations Development Programme (UNDP)\_partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for

everyone. On the ground in 177 countries and territories, UNDP offers global perspective and local insight to help empower lives and build resilient nations. UNDP is the UN's largest provider of grant assistance in sustainable energy and climate change, with over \$3 billion in projects today. Under UNDP's Strategic Plan (2018-2021), a key focus of technical assistance is support for promoting innovative solutions that scale up finance from a diversity of public and private sources and accelerate results towards creating resilient communities, with sustainable energy and climate targets.

The Islamic Development Bank (IsDB) is a South-South multilateral development finance institution, focused on fostering socio-economic development in its 57 Member Countries (MCs) across four continents (Africa, Asia, Europe, and South America). The IsDB mission is to promote comprehensive human development, with a focus on the priority areas of alleviating poverty, improving health, promoting education, improving governance, and prospering people.

The Islamic Solidarity Fund for Development (ISFD) is the poverty alleviation arm of the IsDB Group. It was established in 1426H (2005G). ISFD fights poverty in member-countries through its flagship programmes and other modes of intervention. The principal objective of operations financed under the ISFD is to reduce poverty. Therefore, projects and programmes undertaken by the ISFD are low-cost, high-impact, innovative, result-oriented, and mainly community driven. ISFD interventions focus on the poorest of the poor, enabling them in the area of employment and income generating activities, breaking the circle of poverty in which they are trapped, and on sustaining the interventions in order to achieve long-term results.

#### **d. Background Information**

Achieving SDGs alone according to UNCTAD's World Investment Report will require \$3,9 trillion per year between 2015 and 2030 for health, education and infrastructure - leaving a \$2.5 trillion annual shortfall relative to the current and forecast commitments of \$1,4 trillion. To address the financial gap, new sources of innovative finance models are needed (private and venture capital, P2P lending) as well as impactful partnerships aimed at socially geared investment projects that can leverage private investments alongside official development assistance. Innovative finance models can accelerate SDGs, such as various forms of crowdfunding that are projected to overtake venture capitalists' investments and grow over \$100 billion as per World Bank statistics by 2020.

Islamic Finance (IF) is one of the fastest-growing segments of the global financial industry with global assets expected to surpass US\$3 trillion by 2020. The Islamic Finance, ideally, is an alternative way of financing based on ethical and socially responsible standards, which ensures fair distribution of benefits and obligations between all the parties in any financial transaction. The Islamic Financial Services Board has dedicated an entire section to the rise of fintech, its applications and the state of legislation in its 2017 Stability Report to remove entry barriers and provide more financial services and support to millions of Muslims, including CSOs and NGOs.

It is in this context that UNDP, ISFD and IsDB (Human Development Division) have formulated "NGOs Empowerment for Poverty Reduction Program" aimed at empowering CSOs and their socio-economic well-being, remote communities through job creation and refugees through education and stronger community livelihoods. UNDP, ISFD and IsDB will do mapping, screening and categorizing (according to their activities and field of work) of national CSOs in 57 MCs operating in humanitarian or development contexts.

By creating an online database, developing assessment measuring, mapping and categorizing the CSOs in targeted countries – based on these results it will be easier to (i) identify CSOs that could provide substantial funding capacities for mainstreaming purposes in large scale sectoral operations. (ii) and to what extent these CSOs are ready to be supported for their own resource mobilization. Through the bottom up and top down

approach, the project will map CSOs and provide this information by creating an online database/registry that will be used as an input to the aggregating platform TADAMON.

Once CSOs are mapped, a crowdfunding academy will be created to i) support the CSOs in promoting their projects through well designed campaigns, ii) resource mobilization through crowdfunding. The project will empower CSOs and build their capacity and grant them access to potential donors.

### **Scope of Work / Tasks**

#### **TASK 1. Training of Trainers for Crowdfunding Academy**

- Screen and Identify relevant local experts to give the training
- Contribute to CFA training guideline, manual, program and courses on Digital Crowdfunding Academy
- Draft manual and guidelines to Create a Crowdfunding Training of Trainers (TOT) program for UNDP and partners and local experts working on crowdfunding.
- Develop terms of reference for the potential local experts needed for the training of CSOs
- Screen and Identify relevant local experts to give the training (either those from crowdfunding platforms or already experienced in crowdfunding)
- Identify a list of experts (story tellers, content manager, videographers, editors, graphic designers ...) who can support CSOs in their campaign
- Organize a workshop to meet local experts with Tadamon team (from "NGO Empowerment" project) on setting up the capacity building training for CSOs

#### **Deliverable 1: Organizing one day event ToT for at least 5 local crowdfunding experts in the country**

#### **TASK 2. Training for CSOs - Crowdfunding Academy**

The workshop should build the capacity of CSOs around campaign development and management, story-telling, video creation and content management.

Digital Crowdfunding Academy is being used together with the experts from Tadamon team, joined by national trainers and partners. In addition, special attention is being put on the modules mentioned below in the capacity building.

#### **Deliverable 2: Organize a call for CSOs to apply for the Crowdfunding Academy by means of press release, website (UNDP or partners) and social media**

#### **Deliverable 3: 20 CSOs selected to participate in Crowdfunding Academy (Selected CSOs need to be registered on Tadamon Platform)**

#### **Deliverable 4: Crowdfunding Academy implemented; at least 12 campaigns are ready to be launched online**

#### **Deliverable 5: Supporting at least 8 campaigns to go online 3 months after finalizing the training;**

### **Expected deliverables**

<b>Deliverables</b>	<b>Deadline</b>
Deliverable 1: Organizing one day event ToT for at least 5 local crowdfunding experts in the country	Month 1

Deliverable 2: Organize a call for CSOs to apply for the Crowdfunding Academy by means of press release, website (UNDP or partners) and social media	Month 2
Deliverable 3: 20 CSOs selected to participate in Crowdfunding Academy, with at least 50 applications received (number of CSOs signed up on Tadamon should be increased in this phase)	Month 2
Deliverable 4: Crowdfunding Academy implemented; at least 12 campaigns are ready to be launched online	Month 3
Deliverable 5: Supporting at least 8 campaigns to go online 3 months after finalizing the training; CSOs will decide on which crowdfunding platform to go live.	Month 6

### **Main elements of the Crowdfunding Academy training program**

- **Introduction to crowdfunding**

Crowdfunding is a process of funding a project or a service by raising small amounts of money from a large group of people. But crowdfunding is about much more than raising money. This module will introduce the general aspects of crowdfunding such as crowdfunding models, crowdfunding platforms, crowdfunding attitudes, and inspire you with successful crowdfunding examples.

- **Crowdfunding Campaign Strategy**

A crowdfunding campaign plan is the backbone of any crowdfunding campaign. It defines the crowdfunding goal and the paths to achieving it. CSOs will be introduced to the three distinct phases of a crowdfunding campaign and the best practices around these phases.

- **Building the ecosystem**

Working with partners can make the crowdfunding campaign stronger and more fun. Partners bring their social, financial, creative, and intellectual capital into your team. This module is all about reaching out to partners successfully and making the campaign stronger.

- **Setting out the financial goal of your crowdfunding crowdfunding**

Many campaigns make the mistake of defining the financial goal, often they set a high amount which they can hardly reach. Also, many campaigns, although they have reached their financial goals, fail because the funding can't cover all costs. Within this module, CSOs will need to create a detailed campaign financial plan that includes:

- 1) precisely defined goal and the amount to be crowdfund, with the activities for which the defined amount will be spent if you collect it
- 2) additional amounts they want to crowdfund, in case the first requested amount is reached before the end of the campaign (so-called stretch goal)

- **Resource mobilization**

For the crowdfunding campaign to be successful, resource mobilization is the key. In this module, CSOs will find out how not to rely only on one source of funding? Which rules apply to different sources of funding? Within the module, CSOs will need to define who are the groups of individuals and / or organizations they want to encourage to financially support the campaign?

- **Storytelling**

Crowdfunding is such a successful tool because it allows ideas and passion to be present through storytelling. Stories motivate people to be a part of something good. Stories bring people together

for the same cause. The story gives life to facts. People will remember your story. CSOs will learn what are the ways to tell their story, what are the elements of impactful storytelling and how to be yourself in the crowdfunding campaign. Within this module, CSOs will need to:

- define a name of the crowdfunding campaign
- define a slogan of the crowdfunding campaign
- write a textual pitch of the crowdfunding campaign (this will be used for the campaign page)

- **Communication strategy**

Crowdfunding campaign except the financial tool, it's the communication tool too. Success depends on a well-prepared and communicated campaign. Communication strategy is an important part of the campaign and requires one person in the team to be responsible for the production and implementation of communication materials and to work closely with the campaign leader. CSOs will learn how to create and implement their own communication strategy. Within the module, CSOs will need to:

- create a communication plan which has defined :
  1. communication channels by target groups (Online and offline.)
  2. timing of implementation of the communication plan and planned communication activities
- write a press release for launching your campaign.

- **Social media in crowdfunding campaign**

Crowdfunding and social media are a great combination. Social media is a very strong communication channel for raising funds. Social networks allow you to reach your target group quickly and easily, it also allows you to get feedback for your project. With the right content and timing there is a big chance that you turn supporters into donors. CSOs will find out how to use the superpower of social media in order to interact with supporters and potential backers. Within this module, CSOs will need to create the social media plan for the crowdfunding campaign.

- **Visual communication**

Visuals tell and support stories. Visuals draw attention. Visuals are a key element of any crowdfunding campaign with which you can convince the target audience to support your campaign. Visuals are photos, graphics, diagrams, GIFs. CSOs will learn how to use visuals to have a stunning crowdfunding campaign. Within this module, CSOs will need to:

- Create at least 4 visuals:
  1. about the product/service
  2. campaign timeline
  3. perks
  4. team

- **Crowdfunding Video**

Crowdfunding video is the most powerful tool to engage potential backers. You can tell your story in just 2-3 minutes through video. You can use video for the campaign page and social media. The video of each campaign must end with a call to action. CSOs will learn what does it take to have a video that will take a breath away? How to make a great video without a huge budget? How to choose the right concept, style & structure? Within the module, CSOs will need to:

- Write a script for the crowdfunding video (download script template and printable storyboard template)
- Develop the video for the crowdfunding campaign (not longer than 3 minutes)

- **Perks or rewards**

What will you offer in exchange for financial contribution? It depends on the type of the project and who's the target audience. The more exciting the offer is, the more likely people are going to support your crowdfunding campaign. CSOs will learn how to create perks in their crowdfunding campaign. Within the modul, CSOs will need to create minimum 8 perks, maximum 12 perks (each perk should have a name, short description, price and time of delivery)

## ANNEX 2: QUOTATION SUBMISSION FORM

*Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.*

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

### Company Profile

Item Description	Detail
Legal name of bidder or Lead entity for JVs	Click or tap here to enter text.
Legal Address, City, Country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of Registration	Click or tap here to enter text.
Legal structure	Choose an item.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No      If yes, insert UNGM Vendor Number
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company hold any accreditation such as ISO 14001 or ISO 14064 or equivalent related to the environment? (If yes, provide a Copy of the valid Certificate):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization demonstrate significant commitment to sustainability through some other means, for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues (If yes, provide a Copy)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Is your company a member of the UN Global Compact	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Bank Information	Bank Name: Click or tap here to enter text. Bank Address: Click or tap here to enter text. IBAN: Click or tap here to enter text. SWIFT/BIC: Click or tap here to enter text. Account Currency: Click or tap here to enter text. Bank Account Number: Click or tap here to enter text.			
Previous relevant experience: 3 contracts				
Name of previous contracts	Client & Reference Contact Details including e-mail	Contract Value	Period of activity	Types of activities undertaken

#### Bidder's Declaration

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in proscribed practices, , 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 have read the United Nations Supplier Code of Conduct : <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a> and acknowledge that it provides the minimum standards expected of suppliers to the UN.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Prohibitions, Sanctions:</b> I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract 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 and 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.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We 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.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Offer Validity Period:</b> I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any Quotation you receive, and we certify that the goods offered in our Quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organization/s to make this declaration on its/their behalf.

Signature: \_\_\_\_\_

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

### ANNEX 3: TECHNICAL AND FINANCIAL OFFER - SERVICES

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex 2 Quotation Submission Form. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

#### Technical Offer

Provide the following:

- a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference.
- a brief methodology, approach and implementation plan;
- team composition and CVs of key personnel

#### Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference your technical offer. The lump sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day.

**Currency of Quotation:** Click or tap here to enter text.

Ref	Description of Deliverables	Price
1.		
2.		
3.		
4.		
5.		
Total Price		

#### Breakdown of Fees

Personnel / other elements	UOM	Qty	Unit Price	Total Price
Personnel				
e.g. Project Manager/Team Leader	day			
Other expenses				
International flights				

Subsistence allowance				
Local Transportation				
Communication				
Other Costs: (please specify)				
<b>Total</b>				

#### Compliance with Requirements

	You Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter - offer
Delivery Lead Time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of Quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Payment terms	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Other requirements [pls. specify]	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.	
<i>Exact name and address of company</i> Company Name Click or tap here to enter text. Address: Click or tap here to enter text. Click or tap here to enter text. Phone No.: Click or tap here to enter text. Email Address: Click or tap here to enter text.	Authorized Signature: Date: Click or tap here to enter text. Name: Click or tap here to enter text. Functional Title of Authorised Signatory: Click or tap here to enter text. Email Address: Click or tap here to enter text.