



REQUEST FOR PROPOSAL (RFP)

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| All interested | DATE: June 8, 2022 |
| | REFERENCE: 67-2022-UNDP-UKR-RFP-RPP |

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Creation of online stores for Ukrainian MSMEs**.

Please be guided by the form attached hereto as Annex 3, in preparing your Proposal.

Proposals may be submitted on or before **23:59, Thursday, June 23, 2022** and via email, courier mail or fax to the address below:

United Nations Development Programme
tenders.ua@undp.org
Procurement Unit

Offers must be submitted in **English** (preferred), **Ukrainian or Russian**. In case of submission in Ukrainian or Russian languages, bidders may be requested for provision of English translation for separate parts of the bid or bid as a whole. Other documentation including registration documents, instructions and policy can be in Russian or Ukrainian (additionally in English if present). Your Proposal must be valid for a minimum period of **90 days**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

NB. The Offeror shall create 2 archive files (*.zip format only!): one should include *technical proposal*, another one should include *financial proposal* and be encrypted with password. Both files should be attached to the email letter.

During evaluation process only technically compliant companies will be officially asked by UNDP procurement unit via email to provide password to archive with financial proposal. Please do not include the password either to email letter or technical proposal and disclose before official request.

Messages should **not exceed 8 MB in size**. Offers larger than 8 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement and the solicitation documents. Messages larger than 8 Mb may not be delivered. *All electronic submissions are confirmed by an automatic reply.*

The Offeror shall mark the email letter/s:

Subject of the message should include: **“67-2022-UNDP-UKR-RFP-RPP”** and: **“Creation of online stores for Ukrainian MSMEs”**.

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

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

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

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

A two-stage procedure is utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that passed the minimum technical score of 70% (or 490 points) of the obtainable score of 700 points in the evaluation of technical proposals.

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

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

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

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

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

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

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

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

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:

Mustahsen Qureshi

CE3378EEF97C456

Mr. Mustahsen Qureshi

UNDP Senior Operations
Manager

June 8, 2022

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Annex 1

Description of Requirements

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| Context of the Requirement | Support MSMEs producing essential products and services, new business opportunities should be created through effective economic recovery responses and capacity development. UN RPP is seeking a qualified Contractor to develop 30 online stores (websites) for Ukrainian micro, small and medium-sized enterprises (MSMEs) producing essential products and services |
| Brief Description of the Required Services | The overall objective of this assignment is to develop 30 online stores (websites) for the Ukrainian MSMEs displaced from and/or based in government-controlled areas of Donetsk, Luhansk, Zaporizhzhia and Kherson oblasts producing essential products and services, featuring relevant information about each of 30 businesses, multimedia content and a purchase option to order products and/or services using offline and online payment methods (the list of MSMEs should be formed through the open online application form). That will help MSMEs to shift their commercial activity online, strengthen their crisis resilience and support employment in the war-torn communities of Ukraine. |
| List and Description of Expected Outputs to be Delivered | <p>Contractor shall conduct an assessment based on detailed remote interviews with the final beneficiaries, get it approved by UN RPP and develop the following:</p> <ul style="list-style-type: none"> - A text of the announcement in the Ukrainian language developed and agreed with the Programme containing overall information on the Project; - Online registration form for MSMEs developed on the open source platforms and agreed with the Programme; - Registration launched for at least 10 calendar days, and information widely disseminated using relevant online resources. The Programme shall place the announcement and links to the online registration form at official UN RPP resources; - A system of selection of MSMEs developed. The system should provide a transparent mechanism/scoring system for selection of MSMEs (30) and the waiting list (at least 20) who through questionnaires, or other effective methods proposed by the Contractor). The list of MSMEs should be approved by the Programme. - Refusal letters were sent to all applicants who were not selected for the project implementation. The letter should be agreed with the Programme; - 30 user-friendly and easy-to-use online stores based on widely-used platforms with all necessary content added; - Basic online marketing package for each online store, including copywriting support, Google search engine optimization, targeted advertisements on Facebook, Instagram; - Deliver an online presentation on how to use the created online stores for each 30 entrepreneurs. <p>For a detailed list of deliverables please refer to Annex 2, Terms of Reference.</p> |
| Person to | Specialist on Entrepreneurship Promotion UN RPP |

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| Supervise the Work/Performance of the Service Provider | |
| Frequency of Reporting | According to TOR attached |
| Progress Reporting Requirements | According to TOR attached |
| Location of work | According to TOR attached |
| Expected duration of work | According to TOR attached |
| Target start date | July 2022 |
| Latest completion date | October 2022 |
| Travels Expected | According to TOR attached |
| Special Security Requirements | N/A |
| Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal) | According to TOR attached |
| Implementation Schedule indicating breakdown and timing of activities/sub-activities | <input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required |
| Names and curriculum vitae of individuals who will be involved in completing the services | <input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required |
| Currency of Proposal | <input checked="" type="checkbox"/> United States Dollars (USD) – strongly advised to use as a risk mitigation measure against the impact of the local currency devaluation. Payment for goods/services shall be made in local currency in accordance with UNORE exchange rate (http://treasury.un.org) on the date of payment, through bank transfer to the Contractor's account during 30 (thirty) days from the date of receipt of the original invoice, registered VAT certificate and Act of acceptance of services/goods rendered/delivered signed by both parties <input type="checkbox"/> Euro <input checked="" type="checkbox"/> UAH |
| Value Added Tax on Price Proposal | <input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes |
| Validity Period of | <input type="checkbox"/> 60 days |

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| Proposals (Counting for the last day of submission of quotes) | <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal. |
| Partial Quotes | <input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted |
| A pre-proposal conference will be held on: | Pre-Bidding Conference will be held on June 16, 2022 at 10-00 Kyiv time via Skype Conference. Interested bidders are required to register for Pre-Bidding Conference by submitting their company name, list of attending representatives and their contact information as well as Skype ID (for bidders willing to participating via Skype Conference) at the following e-mail: procurement.rpp.ua@undp.org Attn: Procurement Unit Subject: 67-2022-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration |
| Payment Terms | The payment schedule for the services provided will be agreed with the Contractor prior to the assignment start. The payments will be made as per delivery of outputs and after the interim and final reports are submitted. The preliminary schedule is given below. <ul style="list-style-type: none"> - After achieving deliverable 1 and submitting Inception Report – 25%; - After achieving deliverable 2 and submitting Interim Report No. 1 – 50%; - After achieving deliverable 3 and submitting Final Report No. 2 – 25% |
| Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment | Specialist on Entrepreneurship Promotion UN RPP |
| Type of Contract to be Signed | <input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract |
| Criteria for Contract Award | <input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal. |
| Criteria for the | <u>Technical Proposal (70%)</u> |

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| Assessment of Proposal | <input checked="" type="checkbox"/> Company's experience (organization or individual entrepreneur) submitting the proposal - 30% <input checked="" type="checkbox"/> Proposed work plan, methodology and approach - 21% <input checked="" type="checkbox"/> Experience and qualifications of the staff and involved experts/consultants - 49% Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. |
| UNDP will award the contract to: | <input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors |
| Contract General Terms and Conditions | <input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html Non-acceptance of the terms of the General Terms and Conditions (GTC) shall be grounds for disqualification from this procurement process |
| Annexes to this RFP | <input checked="" type="checkbox"/> Technical Requirements (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 3) <input checked="" type="checkbox"/> Model Contract for Goods and/or Services (Annex 4) |
| Contact Person for Inquiries (Written inquiries only) | UNDP procurement Unit UNDP Ukraine procurement.rpp.ua@undp.org, 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. |

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| Documents to be submitted in proposal | <ul style="list-style-type: none"> ☒ Dully filled in and Signed Form for Submission of Proposal (Annex 3); ☒ Business Licenses (Copies of State/Tax registration documents) and other Certificates (if any). In case a group of experts decides to apply, a letter of affiliation with an officially registered organization (which will be the Contractor in case of contract award) must be provided; ☒ Copies of other licenses or certificates (if any); ☒ A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and competitive advantages of the applicant company; ☒ The proposed Concept note which describes the vision and examples/options (links or screenshots) of the websites' design and functionality; ☒ Company's profile (date of creation, size, number of staff/consultants, description of key staff) setting out previous experience in implementing similar projects; ☒ The company's portfolio of the previous projects (at least ten online stores and examples of ten marketing campaigns) ☒ Resume of the specialists intended, clearly indicating their qualifications and experience, as well as confirmation of their availability if selected for this project; ☒ Proposed work plan, methodology and approach; ☒ Preliminary calendar plan (for example as Gant chart) for the implementation of this Terms of Reference (will be agreed and, if necessary, adjusted after signing the contract in accordance with the conditions of this ToR); ☒ At least 2 recommendation letters from previous customers/clients regarding the performance of similar work; ☒ Financial proposal (must be password protected and provided in separate archive. Don't provide password unless requested and don't include password to letter with technical proposal part). |
| Other Information <i>[pls. specify]</i> | <p><u>Administrative Requirements:</u></p> <p>Submitted offers will be reviewed on "Pass" or "Fail" basis to determine compliance with the below formal criteria/ requirement/s:</p> <ul style="list-style-type: none"> ✓ Offers must be submitted within the stipulated deadline ✓ Offers must meet required Offer Validity ✓ Offers have been signed by the proper authority ✓ Offers include requested company/organization documentation, including documentation regarding the company/organization's legal status and registration ✓ Offers must comply with general administrative requirements. <p><u>Experience and Qualification Requirements</u></p> <p><i>The requirements for the organization submitting the proposal:</i></p> <ul style="list-style-type: none"> ✓ A company / organisation with a valid registration of at least 2 (two) years (for Ukrainian companies / organizations – company / organization should be registered in the territory controlled by the government of Ukraine); ✓ Composition of proposed expert team (Team Leader/Project Manager, Project Assistant/Copywriter, Web-developer and Designer) |

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| | <p>of both women and men (at least 33 % of the team are women, but not more than 66 %) is considered as an asset;</p> <ul style="list-style-type: none"> ✓ Experience in online stores development: at least ten high-quality multifunctional online stores or similar products (i.e, marketplace, communication or e-learning platforms) are developed and functioning (short description of products functionality and links should be provided); ✓ Experience in online marketing campaign development and implementation: at least five online marketing campaigns with a combined coverage of at least 100,000 users developed and implemented on the internet, i.e., Google, Facebook, Instagram, etc ((short description of the campaigns and links should be provided); ✓ Experience of previous successful cooperation with international private sector companies and international organizations will be considered as an asset. <p><i>Experience and qualification of staff and invited experts/consultants:</i></p> <p>Team Leader:</p> <ul style="list-style-type: none"> ✓ At least a Bachelor's (or equivalent) degree in Economics, Social sciences, Management, Psychology, PR, Communications or another relevant related field; ✓ Minimum 2 (two) years of experience in project management and team management; ✓ Minimum 2 (two) years of experience in implementing projects/programmes on web products and multimedia content production; ✓ Excellent knowledge of Ukrainian and Russian. At least working knowledge of English would be considered as an asset. <p>Project Assistant/Copywriter:</p> <ul style="list-style-type: none"> ✓ At least Bachelor's (or higher) degree in Economics, Social Sciences, Management, PR, Communications, Linguistics or another relevant related field; ✓ Minimum of 2 (two) years of professional experience in administrative and project support and copywriting, journalism etc; ✓ Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset. <p>Web-developer:</p> <ul style="list-style-type: none"> ✓ Bachelor's (or higher) degree in Economics, Mathematics, Social Sciences, Computer Studies, Management, PR, Communications, Linguistics or another relevant related field; ✓ At least 2 (two) years of relevant experience in web development and design; ✓ Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset. <p>Graphic designer:</p> <ul style="list-style-type: none"> ✓ Bachelor's (or higher) degree in Economics, Social Sciences, Management, PR, Computer Studies, Communications, Linguistics, Fine Arts or another relevant related field; ✓ At least two years of relevant experience in graphic design |
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| | <p>production/publishing;</p> <p>✓ Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.</p> <p>Other information is available on http://procurement-notices.undp.org</p> <p>For the information, please contact procurement.rpp.ua@undp.org</p> |
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Annex 2

**TERMS OF REFERENCE**

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

Description of assignment: Creation of online stores for Ukrainian MSMEs

Country/Duty Station: Ukraine, Home-based

Starting date of the assignment: July 2022

Duration of Assignment: up to 130 days

Expected places of travel (if applicable): N/A

Supervisor's name and functional post: Oleg Chankotadze, Specialist on Entrepreneurship Promotion, UN Recovery and Peacebuilding Programme

I. BACKGROUND AND CONTEXT

The ongoing military aggression of Russian Federation against Ukraine has had a direct and highly negative impact on social cohesion, resilience, livelihoods, community security, and the rule of law throughout the country. Recognizing the need to urgently address reconstruction, economic recovery and peacebuilding needs in areas affected both directly and indirectly by the war, the government of Ukraine requested technical assistance and financial support from the international community.

The United Nations Development Programme (UNDP) has been present and active in eastern Ukraine for the past decade, even prior to the conflict in 2014, with a focus on community development, civil society development, and environmental protection. Work on addressing the specific, conflict-related development challenges started in 2015 through the United Nations Recovery and Peacebuilding Programme (UN RPP), building on this earlier engagement and establishing new partnerships. Today, the UN RPP is being implemented by four United Nations agencies: The United Nations Development Programme (UNDP), the UN Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Population Fund (UNFPA) and the Food and Agriculture Organization of the United Nations (FAO).

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

The UN RPP was designed to respond to, and mitigate, the causes and effects of the conflict in eastern Ukraine. It is based on the findings of the Recovery and Peacebuilding Assessment (RPA) and is aligned to the State Target Programme for Recovery, as well as to the two oblast (Donetsk and Luhansk) development strategies up to 2020. UN RPP is also fully adjusted to the humanitarian-development nexus. It is an integral component of the UNDP Country Programme and is therefore fully aligned with the United Nations Partnership Framework (UNPF).

The programme's interventions are grouped under the following key programme components, which reflect the region's priority needs:

- Component 1: Economic Recovery and Restoration of Critical Infrastructure
- Component 2: Local Governance and Decentralisation Reform
- Component 3: Community Security and Social Cohesion

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

In October 2018, four UN agencies (UNDP, UN Women, FAO and the UNFPA) countersigned a new joint project document, funded by the EU. The overall objective of the project is to restore effective governance and promote reconciliation in the crisis-affected communities of Donetsk, Luhansk and Zaporizhzhia oblasts of Ukraine, thereby enhancing the credibility and legitimacy of local authorities in the government-controlled areas (GCAs) of the oblasts. It will contribute to peace building and prevent further escalation of conflict in Ukraine through achieving effective and accountable decentralization, gender-responsive recovery planning, and equal access to services, as well as enhancing community security and social cohesion.

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

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

In 2015-2021, some 4,300 new jobs were created in Ukraine with the support of UN RPP and the governments of Japan, Poland, the UK and the Czech Republic. Some 1,400 of them are in Donetsk and Luhansk oblasts. 1461 MSMEs were supported through business grants programme. The variety of fields and locations covered by the programme is impressive. Some

of the most interesting and promising business initiatives supported by UN RPP included producing 3D printers, medical and psychological centres, web design studios, advertising agencies, architectural firms and an eco-café.

One of the main objectives of UN RPP is to foster economic revitalization of the war-torn areas of Ukraine and, specifically, stimulate employment and economic growth by providing assistance to MSME development through demand-driven business development services and professional skills training as well as restoration and strengthening institutional and educational infrastructure needed for effective functioning of agriculture and non-agriculture sectors of regional economy.

Russia's invasion of Ukraine have triggered economic disruptions at four levels: direct, blowback, spillover, and systemic. Ukraine's economy is expected to shrink by an estimated 45% this year, although the magnitude of the contraction will depend on the duration and intensity of the war, according to World Bank¹. Already, the war has led to thousands of civilian casualties and driven millions of Ukrainians to flee to neighboring countries, with millions more on the move internally.

According to a survey conducted by the European Business Association² between 11 and 14 of March, among Small and Medium Enterprises (SME) representatives in Ukraine, 42% of all small businesses are not operational anymore and 31% have suspended their operations with plans for resumption in the future. Similarly, the results of the Kyiv School of Economics survey conducted on 22 March 2022, showed that 86% of companies slowed down, reduced, and even stopped their activities, while the estimated total economic losses from the war were up to USD 600 billion as of 2 May 2022³.

On 9 May, Ukraine's government reported that the country loses USD 170 million every day due to cut off from access to the sea and the national export capacity had been more than halved⁴. The country's four seaports in the Programme's target areas in Donetsk, Kherson, and Zaporizhzhia oblasts are being occupied by the Russian forces (namely, the ports of Berdiansk, Kherson, Mariupol, and Skadovsk).

¹ Russian Invasion to Shrink Ukraine Economy by 45 Percent this Year <https://www.worldbank.org/en/news/press-release/2022/04/10/russian-invasion-to-shrink-ukraine-economy-by-45-percent-this-year>

² A quarter of small businesses in Ukraine have already exhausted their financial resources <https://eba.com.ua/en/finansovi-rezervy-chverti-predstavnykiv-malogo-biznesu-vzhe-vycherpani>

³ Ukrainian business expects from the government tax holidays <https://kse.ua/about-the-school/news/naybilshe-ochikuvannya-biznesa-vid-uryadu-sogodni-podatkovy-kanikuli>

⁴ Prime Minister of Ukraine and President of the European Council coordinated joint steps to solve the problem of exporting Ukrainian agricultural products <https://www.kmu.gov.ua/en/news/premyer-ministr-ukrayini-ta-prezident-yevroradi-skoordinuvali-spilni-kroki-dlya-rozvyazannya-problemi-eksportu-ukrayinskoyi-agroprodukciji>

According to Ukraine's Ministry of Economy, as of late April 2022, the government has processed more than a thousand applications for the relocation of businesses from the areas under active military hostilities⁵. More than 400 companies have already moved, and 216 of them have already resumed their operations. New production sites have already been selected for about 500 more enterprises, now they are in the process of physical relocation. Local authorities in central and western Ukraine are actively involved in finding sites for businesses, accommodation of workers, and logistics.

The exact magnitude of the contraction will depend on the duration and intensity of the war, and the levels of destruction of productive capacity, damage to arable lands, and labour supply. The UNDP analysis also suggests that development setbacks for Ukraine will be significant, including increased inequalities and poverty rates; the country's economy, its social fabric, and the environment will also suffer. Eighteen years of socio-economic achievements in Ukraine are at risk, and to mitigate such dramatic development setbacks, an effective humanitarian-development-peace nexus approach will be critical.

Support to MSMEs sector, especially those from the areas directly hit by the military hostilities, is vital to keep Ukraine's economy afloat and the income generating opportunities available for the population. Moreover, policymakers and country's international partners need to adapt policies and institutions to enable MSMEs to make a greater contribution to post-war economic revival.

Thus, to support MSMEs producing essential products and services, new business opportunities should be created through effective economic recovery responses and capacity development. UN RPP is seeking a qualified Contractor to develop 30 online stores (websites) for Ukrainian micro, small and medium-sized enterprises (MSMEs) producing essential products and services.

II. MAIN OBJECTIVES OF THE ASSIGNMENT

The overall objective of this assignment is to develop 30 online stores (websites) for the Ukrainian MSMEs displaced from and/or based in government-controlled areas of Donetsk, Luhansk, Zaporizhzhia and Kherson oblasts producing essential products and services, featuring relevant information about each of 30 businesses, multimedia content and a purchase option to order products and/or services using offline and online payment methods (the list of MSMEs should be formed through the open online application form). That will help MSMEs to shift their commercial activity online, strengthen their crisis resilience and support employment in the war-torn communities of Ukraine.

For this purpose, the Contractor shall conduct an assessment based on detailed remote interviews with the final beneficiaries, get it approved by UN RPP and develop the following:

⁵ Релокація бізнесу: понад 200 підприємств відновили свою роботу у безпечних областях <https://www.me.gov.ua/News/Detail?lang=uk-UA&id=b0867fbf-b443-41f0-a10d-4a369f5c304b&title=RelokatsiiaBiznesu-Ponad200-PidprimstvVidnoviliSvoiuRobotuUBezpechnikhOblastiakh>

- A text of the announcement in the Ukrainian language developed and agreed with the Programme containing overall information on the Project;
- Online registration form for MSMEs developed on the open source platforms and agreed with the Programme;
- Registration launched for at least 10 calendar days, and information widely disseminated using relevant online resources. The Programme shall place the announcement and links to the online registration form at official UN RPP resources;
- A system of selection of MSMEs developed. The system should provide a transparent mechanism/scoring system for selection of MSMEs (30) and the waiting list (at least 20) who through questionnaires, or other effective methods proposed by the Contractor). The list of MSMEs should be approved by the Programme.
- Refusal letters were sent to all applicants who were not selected for the project implementation. The letter should be agreed with the Programme;
- 30 user-friendly and easy-to-use online stores based on widely-used platforms with all necessary content added;
- Basic online marketing package for each online store, including copywriting support, Google search engine optimization, targeted advertisements on Facebook, Instagram;
- Deliver an online presentation on how to use the created online stores for each 30 entrepreneurs.

III. SCOPE OF WORK AND EXPECTED OUTPUTS

Common requirements

The Contractor shall adopt a comprehensive approach to the assignment, and to analyse profiles of all selected 30 MSMEs, their products, services, needs, geographical location, technological literacy, availability of digital content, keywords for advertisement and other assets (the file with the necessary information about MSMEs will be provided by the Programme). Based on the outcomes of the analysis approved by the Programme, the Contractor shall propose a unified, most suitable website template and a basic online marketing campaign sufficient for a successful launch of all 30 online stores. In addition to this, the Contractor should deliver a presentation with user guide to MSMEs with a simple written guidance (instruction) how to use and administer their online stores (access to dashboard, set-up advertisement options, add new products, review websites analytics, etc).

Specific requirements to the website

- To arrange the hosting of 30 websites for two years (and provide to the Programme a purchase certificate or other relevant document) and secure domain names ('com.ua', 'in.ua' and other options) for each website for two years;

- The website should run in the most commonly used web browsers (Google Chrome, Internet Explorer, Safari, Mozilla Firefox, Microsoft Edge) and should work across most operating system platforms (iOS, Android, Windows, MacOS) and mobile devices (laptops, tablets, smartphones);
- The website should not contain too much graphical information and should encourage people to use it. Content should be structured clearly and conveniently and broken down into sections, and subsections;
- The website should initially be created in Ukrainian, with the ability to support other languages if required;
- The website design should be light, restrained, and should not contain too many graphic elements or too much animation. All of the elements should serve the purpose of communicating information to its' user in the clearest and best-structured way, the design should be agreed with the future websites' owners;
- The website should have a simple, understandable and logical structure, enabling its' user to navigate around the website as quickly as possible. The structure should also meet the following requirements:
 - Have understandable browsing;
 - The names of sections, subsections, and pages should be short and precise;
 - Require minimum action from users to gain access to the information they need;
 - Provide access to the home page from any page or position on the website.
- The website should have four main sections:
 - **About the company** – a short description of the company;
 - **Products (or services)** – up to three subsections and up to 20 different types of products with short descriptions, images and 'purchase' options;
 - **Contacts** – contact details of the company (telephone numbers, email and link to social media profiles);
 - **Basket** – a list of the ordered item(s), its' price(s) and the following information from the customer: full name, telephone number, city (or village), Nova Poshta and/or Ukrposhta branch number and 'order' button.
- Users should be able to find the website (information on it) by using search engines. To that end, the website needs to be optimized internally to make it easier to find in Internet searches;
- The website should load within three seconds or less (time to interactive);
- Ensure the usage of carousels of goods to reduce the amount of page scrolling, and increase the speed of website loading by decreasing the size of images for mobile devices;

- URL pages should transliterate names, be understandable for users, and contain no numbers or incomprehensible symbols;
- Meta tags for search engine optimization should be editable from the admin section;
- Enable the exchange of private messages on the websites between vendor and customers to enable them to resolve all issues;
- To hand over all 30 developed websites to their owners and get an acceptance acknowledgement from them (in the form of email) confirming the usability and approval of the websites;
- Provide post-development support services (update of products descriptions, photos, images and overall debugging, if needed) during the period of four months to ensure timely product improvements;

Specific requirements to the online marketing support

- Provide professional copywriting support to create descriptions of 20 products for every 30 websites;
- Google search engine optimization for every 30 websites;
- Contextual advertising of each 30 websites on Google search for one month (the Contractor shall propose a basic advertisement plan);
- Banner advertisement of each 30 websites on Instagram for one month (the Contractor shall propose a basic advertisement plan);
- Banner advertisement of each 30 websites on Facebook for one month (the Contractor shall propose a basic advertisement plan).

Specific requirements to the online presentation on how to use the created online stores

- The presentation should contain a user manual for entrepreneurs how to operate the developed websites and cover the following topics:
 - how to access and navigate the admin panel of the website;
 - how to register new goods on the website and make descriptions to them;
 - how to make Google search engine optimization for the website;
 - how to promote the website or separate goods in social media.

Deliverables

| # | Deliverables | Period of completion (as from the start of the assignment) |
|----|--|--|
| 1. | The selection process of the MSMEs is completed, an assessment based on detailed remote interviews with the final beneficiaries conducted and at least three unified website templates and three basic online marketing packages for all 30 online stores developed and proposed to the Programme. | 20 days |
| 2. | 30 websites developed, content added, tested, agreed with the | 115 days |

| | | |
|----|--|----------|
| | Programme and handed over to the beneficiaries and online advertisement campaign of 30 websites on Google, Facebook and Instagram is launched and the presentation with a user manual delivered to the websites' owners. | |
| 3. | A final report containing links to all 30 websites, text descriptions, online marketing package, first results of advertisement analytics, the presentation with a user manual submitted to the Programme. | 130 days |

IV. MONITORING/REPORTING REQUIREMENTS

The Contractor shall submit the following reports according to the Programme format and guidelines: a progress report (email form) on the development and creation of the websites submitted every five working days after the contract is signed until the moment all products are approved by the Programme. A final report containing links to all 30 websites, text descriptions, online marketing package, first results of advertisement analytics and the presentation with user manual should be developed and submitted to the Programme not later than 130 days after the contract is signed. The reports are to be delivered in electronic form in Ukrainian and the summary of the final report should be developed in English.

V. EXPERIENCE AND QUALIFICATION REQUIREMENTS

- A company / organisation with a valid registration of at least 2 (two) years (for Ukrainian companies / organizations – company / organization should be registered in the territory controlled by the government of Ukraine);
- Composition of proposed expert team (Team Leader/Project Manager, Project Assistant/Copywriter, Web-developer and Designer) of both women and men (at least 33 % of the team are women, but not more than 66 %) is considered as an asset;
- Experience in online stores development: at least ten high-quality multifunctional online stores or similar products (i.e, marketplace, communication or e-learning platforms) are developed and functioning (short description of products functionality and links should be provided);
- Experience in online marketing campaign development and implementation: at least five online marketing campaigns with a combined coverage of at least 100,000 users developed and implemented on the internet, i.e., Google, Facebook, Instagram, etc ((short description of the campaigns and links should be provided);
- Experience of previous successful cooperation with international private sector companies and international organizations will be considered as an asset.

The Contractor must have a team of at least 4 (four) professionals with the following roles and required qualifications:

Team Leader/Project Manager:

- At least a Bachelor's (or equivalent) degree in Economics, Social sciences, Management, Psychology, PR, Communications or another relevant related field;
- Minimum 2 (two) years of experience in project management and team management;
- Minimum 2 (two) years of experience in implementing projects/programmes on web products and multimedia content production;
- Excellent knowledge of Ukrainian and Russian. At least working knowledge of English would be considered as an asset.

Project Assistant/Copywriter:

- At least Bachelor's (or higher) degree in Economics, Social Sciences, Management, PR, Communications, Linguistics or another relevant related field;
- Minimum of 2 (two) years of professional experience in administrative and project support and copywriting, journalism etc;
- Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.

Web-developer:

- Bachelor's (or higher) degree in Economics, Mathematics, Social Sciences, Computer Studies, Management, PR, Communications, Linguistics or another relevant related field;
- At least 2 (two) years of relevant experience in web development and design;
- Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.

Graphic designer

- Bachelor's (or higher) degree in Economics, Social Sciences, Management, PR, Computer Studies, Communications, Linguistics, Fine Arts or another relevant related field;
- At least two years of relevant experience in graphic design production/publishing;
- Excellent knowledge of Ukrainian and Russian. Knowledge of English would be considered an asset.

VI. DOCUMENTS TO BE SUBMITTED IN A TECHNICAL PROPOSAL:

- ☒ A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and the competitive advantages of the applicant company;
- ☒ Company's profile (date of creation, size, number of staff/consultants, description of key staff) setting out previous experience in implementing similar projects.
- ☒ A work plan with a proposed work schedule indicating the persons responsible for each area of activity;
- ☒ The proposed Concept note which describes the vision and examples/options (links or screenshots) of the websites' design and functionality;

- ☒ Personal CVs of the Project Team, including information about past experience in similar projects / assignments;
- ☒ The company's portfolio of the previous projects (at least ten online stores and examples of ten marketing campaigns).
- ☒ Financial proposal.

VII. PAYMENT SCHEDULE:

Payments to the Contractor to cover management and operational costs will be linked to deliverables and executed upon submission of Interim and Completion reports. The payment schedule is provided below.

- After achieving deliverable 1 and submitting Inception Report – 25%;
- After achieving deliverable 2 and submitting Interim Report No. 1 – 50%;
- After achieving deliverable 3 and submitting Final Report No. 2 – 25%

VIII. EVALUATION CRITERIA / EVALUATION METHOD

Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that passed the minimum technical score of 70% (or 490 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

In the First Stage, the technical proposal is evaluated based on its responsiveness to the Terms of

Reference (TOR) and as per below Evaluation Criteria. In the Second Stage, the price proposals of all offerors, who have attained minimum 70% score in the technical evaluation, will be reviewed. Overall evaluation will be completed in accordance with cumulative analysis scheme, under which the technical and financial aspects will have pre-assigned weights on 70% and 30% of the overall score respectively. The lowest cost financial proposal (out of technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for financial part (i.e. 490). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 490 points x lowest price / quoted price.

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

Minimum evaluation criteria

(The companies/organizations that are compliant with minimum evaluation criteria will pass on to a technical evaluation)

Technical criteria:

| Summary of Technical Proposal Evaluation Form | Score Weight | Max Points obtainable |
|--|---------------------|------------------------------|
| Expertise of Firm/Organization | 30% | 210 |
| Proposed Concept and Portfolio of works and timeline | 21% | 150 |
| Personnel | 49% | 340 |
| Total | 100% | 700 |

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

| Assessment of technical proposal Form 1 | | Maximum score | Company / Other organization | | |
|--|--|---------------|------------------------------|---|---|
| | | | A | B | C |
| Expertise of Firm/Organization | | | | | |
| 1.1 | Minimum 2 years of company valid registration: - 2-5 years – 15 points; - over 5 years – 20 points | 20 | | | |
| 1.2 | Experience in the creation of online stores: - 10 stores or similar products – 60 points; - over 10 – 80 points. | 80 | | | |
| 1.3 | Experience in marketing campaign development and implementation: - 5 marketing campaigns – 70 points; - over 5 marketing campaigns – 90 points. | 90 | | | |
| 1.4 | Composition of proposed expert team (Team Leader/Project Manager, Project Assistant/Copywriter, Web-developer and Designer): Meeting the requirement “at least 33 % of the team are women, but not more than 66 %” – 10 points. Not meeting the requirements - 0 points. | 10 | | | |
| 1.5 | Successful experience in working with international private sector companies – 5 points, no experience – 0 points. | 5 | | | |

| | | | | | |
|--|---|---------------|------------------------------|---|---|
| 1.6 | Successful experience in working with UN system organizations, other international organizations: availability of experience – 5 points, no experience – 0 points. | 5 | | | |
| Overall score on Form 1 | | 210 | | | |
| Assessment of technical proposal | | Maximum score | Company / Other organization | | |
| Form 2 | | | A | B | C |
| Proposed Concept, Portfolio of works and timeline | | | | | |
| 2.1 | The proposed Concept note provides a clear vision and examples/options (links or screenshots) of the websites design and functionality: - with one example of websites' design and improvement: 55 points; - with two examples of websites' design and improvement: 65 points; - with three examples of websites' design and improvement: 70 points. | 70 | | | |
| 2.2 | A work plan with a proposed work schedule: maximum allowed period for implementation of the project is 3 (three) months. For a proposed work schedule: - up to 3 months – 50 points; - up to 2 months – 80 points; | 80 | | | |
| Overall score on Form 2 | | 150 | 105 | | |

| | | | | | |
|---|---|---------------|------------------------------|---|---|
| Assessment of technical proposal | | Maximum score | Company / Other organization | | |
| Form 3 | | | A | B | C |
| Personnel | | | | | |
| | Team Leader/Project Manager | | | | |
| 3.1 | Experience in project management and team management (2 years – 25 points, 3 years and more – 35 points). | 35 | | | |
| 3.2 | Experience in implementing projects/programmes on web products and multimedia content production (2 years – 35 points, 3 years and more – 45 points). | 45 | | | |

| | | | | | |
|--|--|-----|--|--|--|
| 3.3 | Higher education in Economics, Social Sciences, Management, Psychology, PR, Communications or another relevant related field (Bachelor's degree or equivalent – 10 points, Master's or equivalent and higher – 20 points). | 20 | | | |
| 3.4 | Language command (Ukrainian, Russian) – 10 points, Ukrainian, Russian and English (working level) – 15 points. | 15 | | | |
| Interim score according to criteria 3.1–3.4 | | 115 | | | |
| Project Assistant/Copywriter: | | | | | |
| 3.5 | Professional experience in administrative and project support and copywriting, journalism (2 years – 45 points, 3 years and more – 50 points). | 50 | | | |
| 3.6 | Education in Economics, Social Sciences, Management, PR, Communications, Linguistics or another relevant related field (Bachelor's degree or equivalent – 20 points, Master's or higher – 40 points). | 40 | | | |
| 3.7 | Language command (Ukrainian, Russian) – 5 points, English (working level) – 10 points. | 10 | | | |
| Interim score according to criteria 3.6–3.7 | | 100 | | | |
| Web-developer: | | | | | |
| 3.8 | Experience in web development and design (2 years – 25 points, 3 years – 30 points, 4 years and more – 40 points). | 40 | | | |
| 3.9 | Education in Economics, Mathematics, Social Sciences, Computer Studies, Management, PR, Communications, Linguistics or another relevant related field (Bachelor's degree or equivalent – 17 points, Master's or higher – 20 points). | 20 | | | |
| 3.10 | Language command (Ukrainian, Russian) – 10 points, English (working level) – 15 points. | 15 | | | |
| Interim score according to criteria 3.8–3.10 | | 75 | | | |
| Graphic designer | | | | | |

| | | | | | |
|-------------------------|--|------------|-----|--|--|
| 3.11 | Experience in graphic design production/publishing (2 years – 22 points, 3 years – 25 points, 4 years and more – 30 points). | 30 | | | |
| 3.12 | Education in Economics, Social Sciences, Management, PR, Computer Studies, Communications, Linguistics, Fine Arts or another relevant related field (Bachelor's degree or equivalent – 8 points, Master's or equivalent and higher – 10 points). | 10 | | | |
| 3.13 | Language command (Ukrainian, Russian) – 8 points, English (working level) – 10 points. | 10 | | | |
| | Interim score according to criteria 3.11–3.13 | 50 | | | |
| Overall score on Form 3 | | 340 | 240 | | |

XII. ESTIMATED COST OF ASSIGNMENT

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.

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

A. Cost Breakdown per Deliverables

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

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

| No. | Deliverables | Price without VAT, currency |
|---|---------------|-----------------------------|
| 1. | Deliverable 1 | |
| 2. | Deliverable 2 | |
| 3. | Deliverable 3 | |
| Total all-inclusive cost without VAT, currency | | |

B. Cost Breakdown by Cost Component:

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

| Nº | Activity/Costs | Unit | Number | Price per unit without VAT, currency | Cost without VAT, currency |
|-----------|--|---------------|---------------|---|-----------------------------------|
| 1 | Personnel | | | | |
| 1.1 | Team Leader / Project Manager | month of work | | | |
| 1.2 | Project Assistant/Copywriter | month of work | | | |
| 1.3 | Web-developer | month of work | | | |
| 1.4 | Graphic designer | month of work | | | |
| ... | ... | | | | |
| 2 | Administration Costs (if necessary) | | | | |
| 2.1 | Communications (telephone/Internet) | | | | |
| 2.2 | Other (if any - to define clearly activities/costs) | | | | |
| ... | | | | | |
| 3 | Travel and Lodging | | | | |
| 3.1 | Daily Allowance | Day | | | |
| ... | ... | | | | |
| 4 | Other costs (if any - to define clearly activities/costs) | | | | |
| 4.1 | Branding and design | | | | |
| ... | ... | | | | |
| | Total without VAT, currency | | | | |

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁶

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁷)

[insert: Location]

[insert: Date]

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

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the 67-2022-UNDP-UKR-RFP-RPP dated 6/8/2022 , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) A letter of interest / letter of offer, which outlines previous experience in implementing similar programs and competitive advantages of the applicant company;*
- b) Dully filled in and Signed Form for Submission of Proposal (Annex 3);*
- c) Business Licenses (Copies of State/Tax registration documents) and other Certificates (if any). In case a group of experts decides to apply, a letter of affiliation with an officially registered organization (which will be the Contractor in case of contract award) must be provided;*
- d) Copies of other licenses or certificates (if any);*
- e) Resume of the specialists intended, clearly indicating their qualifications and experience, as well as confirmation of their availability if selected for this project;*
- f) Proposed work plan, methodology and approach;*
- g) The company's portfolio of the previous projects (at least ten online stores and examples of ten marketing campaigns);*
- h) The proposed Concept note which describes the vision and examples/options (links or screenshots) of the websites' design and functionality;*
- i) At least 2 recommendation letters from previous customers/clients regarding the performance of similar work;*
- j) Financial proposal (must be password protected and provided in separate archive. Don't provide password unless requested and don't include password to letter with technical proposal part).***
- k) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

⁶ This serves as a guide to the Service Provider in preparing the Proposal.

⁷ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

| | |
|--|--|
| BRIEF COMPANY PROFILE | |
| The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following: | |
| Full registration name | |
| Year of foundation | |
| Legal status | If Consortium, please provide written confirmation from each member |
| Legal address | |
| Actual address | |
| Bank information | |
| VAT payer status | |
| Contact person name | |
| Contact person email | |
| Contact person phone | |
| Company/Organization's core activities | |
| Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations (If any); | Please indicate here |
| Business Licenses – Registration Papers, Tax Payment Certification, etc | EDRPOU, ID tax number Copies of State registration and Tax registration should be attached |
| Track Record performed | Please indicate here the List of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references; Brief description of previous products developed by the company (list); |
| Certificates and Accreditation | Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc. |
| Please provide contact details of at least 2 previous partners for reference | Please attach the signed reference letters <i>if any</i> . |
| Company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List. | Yes/No (Please choose) |
| Other relevant information | |

B. Proposed Methodology for the Completion of Services

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

- *A work plan with the proposed work schedule indicating the persons responsible for each area of activity;*
- *The proposed Concept note which describes the vision and examples/options (links or screenshots) of the websites' design and functionality;*
- *A brief description of the methodology for performing the assignment with an indicative approach to the implementation of each stage.*

C. **Qualifications of Key Personnel**

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

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. **Cost Breakdown per Deliverable***

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

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

| Deliverables <i>[list them as referred to in the RFP]</i> | Percentage of Total Price (Weight for payment) | Amount, excl. VAT, currency |
|---|---|------------------------------------|
| Completion of Deliverable 1 and submitting Inception Report | | |
| Completion of Deliverable 2 and submitting Interim Report No. 1 | | |
| Completion of Deliverable 3 and submitting Final Report No. 2 | | |
| Total (please indicate currency) | 100% | |

**This shall be the basis of the payment tranches*

E. **Cost Breakdown by Cost Component:**

The Bidders are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UNDP shall use the cost breakdown for the price

reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

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

| Nº | Activity/Costs | Unit | Number | Price per unit without VAT, currency | Cost without VAT, currency |
|-----------|--|---------------|---------------|---|-----------------------------------|
| 1 | Personnel | | | | |
| 1.1 | Team Leader / Project Manager | month of work | | | |
| 1.2 | Project Assistant/Copywriter | month of work | | | |
| 1.3 | Web-developer | month of work | | | |
| 1.4 | Graphic designer | month of work | | | |
| ... | ... | | | | |
| 2 | Administration Costs (if necessary) | | | | |
| 2.1 | Communications (telephone/Internet) | | | | |
| 2.2 | Other (if any - to define clearly activities/costs) | | | | |
| ... | | | | | |
| 3 | Travel and Lodging | | | | |
| 3.1 | Daily Allowance | Day | | | |
| ... | ... | | | | |
| 4 | Other costs (if any - to define clearly activities/costs) | | | | |
| 4.1 | Branding and design | | | | |
| ... | ... | | | | |
| | Total without VAT, currency | | | | |

* Dear partners!

The United Nations Office in Ukraine would like to inform you that the purchase of goods and services announced in the tender will be carried out within the project of international technical assistance.

According to the provisions of the Tax Code of Ukraine (paragraph 197.11), an exemption from VAT is provided for operations that are financed through material and technical assistance.

The procedure for obtaining the right to exemption from taxation for operations that are made within international technical assistance projects is regulated by the Decree of the Cabinet of Ministers of Ukraine No.153 dated February 15, 2002.


According to this procedure, the price of the contract is determined "without VAT" and the tax invoice is drawn up in accordance with paragraph 2 of Order No. 1307. In the left part of this invoice, the corresponding mark "X" should be made and the type of reason 12 should be indicated. At the same time in the column "Recipient" (buyer) the name of the legal entity (UN Office in Ukraine) should be indicated, and in the column "Individual tax number of the beneficiary" (buyer) should be indicated conventional TIN (taxpayer reg. No.) "200000000000".

Based on the above stated, we request that you prepare your bid proposals / invoices for payment without VAT taking into account the provisions of the Ukrainian legislation stated in the above mentioned normative acts.

If you have any additional questions, please contact the offices of the State Fiscal Service of Ukraine at the place of registration of your company for additional advice within the Article 52 of the Tax Code of Ukraine.

Annex 4

Model Contract

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

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

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