



REQUEST FOR PROPOSAL (RFP)

All interested	DATE: June 22, 2022
	REFERENCE: 72-2022-UNDP-UKR-RFP-RPP

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting services of “**Development and Running Crowdfunding Academy**”.

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

Proposals may be submitted on or before **23:59 (Kyiv time) Wednesday, July 06, 2022** and via email to the address below:

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

Your Proposal must be expressed in the **English or Ukrainian or Russian** and valid for a minimum period of **90 days**.

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

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

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

Messages should **not exceed 20 MB in size**. Offers larger than 20 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement

and the solicitation documents. Messages larger than 20 Mb may not be delivered. *All electronic submissions are confirmed by an automatic reply.*

The Offeror shall mark the email letter/s:

Subject of the message should include: **“72-2022-UNDP-UKR-RFP-RPP”** and **“Development and Running Crowdfunding Academy”**

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

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

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

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

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

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

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

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions. 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:

<https://www.undp.org/procurement/business/protest-and-sanctions>

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/unscclcondu ct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:

5866F218C2264C1...

Ms. Agnes Kochan,
UNDP Operations Manager

June 22, 2022

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Description of Requirements

Context of the Requirement	“Development and Running Crowdfunding Academy”
Brief Description of the Required Services	<p>The main objective of the assignment is promoting crowdfunding and assisting UN RPP in supporting the functioning of Crowdfunding Academy, namely: (i) implementation of the educational programme on crowdfunding and fundraising - as an instrument for additional funding opportunity for MSMEs from the war-affected regions of south-eastern Ukraine (Donetsk, Luhansk, Zaporizhzhia, Kherson, Kharkiv, Dnipropetrovsk oblasts); (ii) promotion of entrepreneurship in the war-affected regions and (iii) building up crowdfunding ecosystem among the MSMEs from south-eastern Ukraine.</p>
List and Description of Expected Outputs to be Delivered	<p>Deliverable 1. A tailored training programme on crowdfunding and fundraising for MSMEs is developed and agreed upon with the supervisor. An implementation plan/schedule of UN RPP Crowdfunding Academy evaluation criteria for the future participants of the crowdfunding campaigns is developed and agreed with the supervisor and the call for participants has been launched and the selection completed. Communication plan and a strategy to involve international audience into the fundraising process within the UN RPP Crowdfunding Academy is developed and agreed with the supervisor. One knowledge material (a booklet with up to 15 pages, pdf format, Ukrainian language, single spacing, Noto Sans font, size 11) outlining the summary of the training courses on the topic, useful links and step-by-step approach on crowdfunding techniques for entrepreneurs is developed and agreed with the supervisor.</p> <p>Deliverable 2. First online training session on crowdfunding and fundraising training course for at least 30 entrepreneurs and one first round of online consultations for all interested participants of the training programme are conducted. Second online training session on crowdfunding and fundraising course for at least 30 entrepreneurs and second round of online consultations for all interested participants of the training programme are conducted.</p> <p>Deliverable 3. Based on evaluation criteria, at least 10 (ten) graduates of UN RPP Crowdfunding Academy are analyzed and selected for launching fundraising campaigns on Ukrainian crowdfunding platforms. Result is agreed upon with the supervisor. Online consultation and facilitation for the selected 10 participants of the Crowdfunding Academy are conducted.</p> <p>Deliverable 4. At least 10 (ten) graduates of UN RPP Crowdfunding Academy prepared fundraising campaigns for international crowdfunding platforms (texts,</p>

	<p>photos and promo videos for each campaign are prepared and agreed with the supervisor).</p> <p>An analytical report on the outcomes of UN RPP Crowdfunding Academy produced and submitted to the supervisor.</p>
Person to Supervise the Work/Performance of the Service Provider	Specialist on Entrepreneurship Promotion
Frequency of Reporting	According to TOR attached
Progress Reporting Requirements	According to TOR attached
Location of work	According to TOR attached
Expected duration of work	According to the proposed timeframe specified in the attached TOR
Target start date	July 2022
Target completion date	December 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)	The Program does not provide premises, equipment, supporting personnel, services or logistic support.
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD). UNDP shall arrange the payment in local currency based on the UN Operational Exchange Rate prevailing at the time of invoicing. For details please see: http://treasury.un.org or <input checked="" type="checkbox"/> UAH
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (VAT should be clearly indicated in separate line), if applicable <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 30 days <input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days <p>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.</p>
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted
A pre-proposal conference will be held on:	<p>Pre-Bidding Conference will be held on Thursday, June 30, 2022 at 11:00 (Kyiv time) via Skype.</p> <p>Interested bidders are required to register for Pre-Bidding Conference by submitting their company name, list of attending representatives and their contact information as well as Skype ID at the following e-mail: procurement.rpp.ua@undp.org</p>

	Attn: Procurement Unit Subject: 72-2022-UNDP-UKR-RFP-RPP – Pre-Bidding Conference Registration
Payment Terms	The payments shall be arranged in the following way: After achieving the Deliverable 1 – 20%. After achieving the Deliverable 2 – 25%. After achieving the Deliverable 3 – 25%. After achieving the Deliverable 4 – 30%. The payment is made by UNDP within 30 (thirty) calendar days from the date of respective deliverable acceptance by UNDP and submission of originals of invoice, act of acceptance and tax invoice (if applicable).
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Senior Business Development Specialist
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). <u>This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</u>
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of Firm / Organization: 18% <input checked="" type="checkbox"/> Proposed work plan, methodology and approach: 26% <input checked="" type="checkbox"/> Personnel: 56% <u>Financial Proposal (30%)</u> 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"/> Description of Requirements (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR and Evaluation Criteria (Annex 3) <input checked="" type="checkbox"/> Contract for professional services template (Annex 4)
Contact Person for Inquiries (Written inquiries only)¹	<p><i>Procurement Unit UNDP Ukraine procurement.rpp.ua@undp.org</i></p> <p>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.</p>
Documents to be submitted in proposal	<input checked="" type="checkbox"/> Dully filled in and Signed Form for Submission of Proposal (Annex 2 to the Request for Proposal). <input checked="" type="checkbox"/> Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award). <input checked="" type="checkbox"/> Copies of other licenses or certificates (if any). <input checked="" type="checkbox"/> A letter of interest/offer, which outlines previous experience in implementing similar to assignment projects and competitive advantages of the applicant organization. <input checked="" type="checkbox"/> Technical proposal in the form of brief concept note with approach to implementation and work plan indicating the persons responsible for each area of activity. <input checked="" type="checkbox"/> Portfolio of organizations' / company's works (at least 5 (five) promotional videos stories produced). <input checked="" type="checkbox"/> CVs of the project team members (Team Leader/Project Manager, Project Assistant/Copywriter, Trainer, Videographers (at least 2 persons) others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives, as well as confirmation from each team member that they are available for the entire duration of the contract. CVs of Videographers should contain samples of work from each the Videographer (at least 5 (five) examples of promotional video content and at least 10 (ten) examples of photo stories (links are applicable)). <input checked="" type="checkbox"/> Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners. <input checked="" type="checkbox"/> 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).

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

Other Information Related to the RFP

Administrative Requirements

Submitted offers will be reviewed on “Pass” or “Fail” basis to determine compliance with the below formal criteria/ requirement/s:

- ✓ 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 as mentioned above in «Documents to be submitted section».
- ✓ Offers must comply with general administrative requirements.

Experience and Qualification Requirements

An organization submitting a proposal:

- ✓ 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).
- ✓ Experience in the organization and management of business training programmes on fundraising and crowdfunding (at least 3 (three) programmes implemented).
- ✓ Experience in promotional video production (at least 5 (five) promotional videos stories produced).
- ✓ Experience of previous successful cooperation with UN / International organizations will be considered as an asset.
- ✓ Minimum 2 (two) positive reference letters on similar to these Terms of Reference projects from previous Clients / Partners.
- ✓ Composition of proposed expert team (Team Leader/Project Manager, Project Assistant Copywriter, Trainer, Videographers (at least 2 persons)) of both women and men (at least 40 % of the team are women, but not more than 60 %) is considered as an asset.
- ✓ Availability of human resources that will ensure due quality and timely implementation of the contract. The project team will include Team Leader/Project Manager, Project Assistant Copywriter, Trainer, Videographers (at least 2 persons) (please propose reasonable team composition, which may exceed the minimum required, but pay attention that only qualification of the experts included in TOR will be assessed in scoring):

Team Leader / Project Manager:

- ✓ At least Bachelor’s degree in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields.
- ✓ Experience in implementing of at least 5 (five) projects/programmes in the area of business training services.
- ✓ Proven experience in reporting (samples of at least 2 (two) project completion reports or other relevant documents of similar nature should be provided).
- ✓ Fluency in Ukrainian and Russian. At least working knowledge of English is required.

	<p><i>Project Assistant / Copywriter:</i></p> <ul style="list-style-type: none"> ✓ At least Bachelor's degree in Economy, Journalism, Public Administration, Management, Linguistics or other related fields. ✓ At least 2 (two) years of professional experience in administrative support of training and educational projects. ✓ At least 2 (two) years of experience in copywriting, journalism, proofreading. ✓ Fluency in Ukrainian and Russian. At least working knowledge of English would be considered as an asset. <p><i>Trainer:</i></p> <ul style="list-style-type: none"> ✓ Proven experience of running at least 3 (three) own crowdfunding campaigns. ✓ Proven experience of consultations on crowdfunding and fundraising for at least 5 (five) campaigns. ✓ Experience of working with UN / International organizations would be an asset. <p><i>Videographers (at least two persons):</i></p> <ul style="list-style-type: none"> ✓ Proven experience of promotional video production (at least 5 (five) examples of promotional video content). ✓ Proven experience of professional photo shooting (at least 10 (ten) examples of photo stories). ✓ Experience of working with UN / International organizations would be an asset. <p>Other information is available on http://procurement-notice.undp.org; For the information, please contact procurement.rpp.ua@undp.org</p>
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FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL²***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery³)***

[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 **72-2022-UNDP-UKR-RFP-RPP** dated **June 22, 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) Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award).

b) Copies of other licenses or certificates (if any).

c) A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and the competitive advantages of the applicant company / organization.

d) Portfolio of organizations' / company's works (at least 5 (five) promotional videos stories produced).

e) Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners.

f) Brief Company Profile (table below).

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	

² This serves as a guide to the Service Provider in preparing the Proposal.

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

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
Certificates and Accreditation	Please indicate here applicable including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
References	Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners as well as contact details of referees.
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, and expected deliverables, implementation schedule for each deliverable/output will be appropriate to the local conditions and context of the work including:

a) Technical proposal in the form of brief concept note with approach to implementation and work plan indicating the persons responsible for each area of activity.

b) Work plan indicating the persons responsible for each area of activity.

C. Qualifications of Key Personnel

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

a) CVs of the project team members (Team Leader/Project Manager, Project Assistant / Copywriter, Trainer, Videographers (at least 2 persons) others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives.

CVs of Videographers should contain samples of work from each the Videographer (at least 5 (five) examples of promotional video content and at least 10 (ten) examples of photo stories (links are applicable)).

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

Financial Proposal

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

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

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

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

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

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

A. Cost Breakdown per Deliverables*

Bidders should submit their proposals in the following format that indicates the all-inclusive fixed total contract price (lump sum) for all breakdown according to stage, types of services and schedule of their provision.

No.	Deliverables	Percentage of Total Price (Weight for payment)	Price without VAT**, indicate currency
1.	Deliverable 1	20%	
2.	Deliverable 2	25%	
3	Deliverable 3	25%	
4.	Deliverable 4	30%	
Total all-inclusive cost without VAT**, indicate currency		100%	

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

B. Cost Breakdown by Cost Components:

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 if both parties have agreed to add new deliverables to the scope of Services.

No.	Activity/Costs	Unit	Number	Price per unit without VAT**, indicate currency	Cost without VAT**, indicate currency
1.	Personnel				
1.1	Team Leader/Project Manager	Month			
1.2	Project Assistant/Copywriter	Month			
1.3	Trainer	Month			
1.4	Videographer 1	Month			
1.5	Videographer 2	Month			
...	...				
2.	Implementation costs				
2.1					
2.2					
3.	Administration Costs (if necessary)				
3.1	Communications (telephone/Internet)				
3.2	Other (if any - to define clearly activities/costs)				
...					
4.	Travel and Lodging				
4.1	Daily Allowance	Day			
...	...				
5.	Other costs (if any - to define clearly activities/costs)				
...	...				
TOTAL without VAT**, indicate currency					

[Name and Signature of the Service Provider's Authorized Person]

[Designation]

[Date]

***Dear Partners!*

The UN Office in Ukraine kindly informs you, that the purchase of goods and services, announced in the UN Office Tenders, is conducted within the framework of international technical assistance project.

Provisions of the Tax Code of Ukraine (paragraph 197.11) foresee the VAT tax exemption for operations, financed by material and technical assistance.

The procedure for obtaining the tax exemption right for operations, performed in the framework of international technical assistance projects, is regulated by the Decree #153 of the Cabinet of Ministers of Ukraine dated February 15, 2002.

In case you already have the right to apply this VAT allowance, on the date of UNDP prepayment receipt you should prepare and register a tax invoice (hereinafter - TI) in the United Register of Tax Invoices (URTI), filled in as follows:

- *the column "Comprised on the operation, exempted from taxation" on the upper left part - with the mark "Without VAT";*
- *Section A of the TI table section (lines I-X) should contain the summarizing data on TI transactions, namely: line I - the total amount to be paid, including VAT; line IX - the total volume of goods and services delivered. Lines II-VIII of section A are not filled;*
- *in column 2 of section B – supplier's (seller's) services nomenclature;*
- *in section 3.3 of section B - service code according to the SCPS. Box 3.3 should be filled in at all stages of the services delivery;*
- *in columns 4 and 5 - unit of services measurement;*
- *in column 6 - quantity (volume) of services delivery;*
- *in column 7 - the price of the service unit supply, excluding VAT;*
- *in column 8 - VAT rate code 903;*
- *in column 9 – tax allowance code according to the Handbook of other tax benefits, approved by the SFS as of the date of TI submission - "14060523".*
- *in column 10 - supply volume, excluding VAT (prepayment amount).*

Detailed instructions to be found in the materials "Tax invoice - 2017: instruction on filling out" and "New tax invoice in the samples."

Credit against VAT tax, applied on the materials purchase for the relevant construction works performance, cannot be compensated as per the paragraph #198.5 of Tax Code of Ukraine. According to the Tax Code paragraph #198.5, goods and services supply operations, exempted from VAT based on the Tax Code paragraph #197.11, the rules for calculating tax liabilities do not apply.

Using the materials bought with VAT, there is no need to compensate the credit against VAT, as well as no need to accrue tax liabilities.

Considering all mentioned above, you are kindly asked to submit your tender applications / invoices for payment without VAT, referring to the Ukrainian legislation provisions, stated in the mentioned regulatory acts.

Should you have any additional questions, please contact the offices of the State Fiscal Service of Ukraine at the place of your enterprise registration for additional clarifications of Article 52 of the Tax Code of Ukraine.

Terms of Reference

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

Description of assignment: Development and Running Crowdfunding Academy

Country/place of implementation: Government-controlled areas of Ukraine

Starting date of the assignment: July 2022

Duration of Assignment: up to 6 months

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

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

1. BACKGROUND AND CONTEXT

The ongoing war 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-sized 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 (639 led by women) 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 Bank⁴. 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.

4 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>

According to a survey conducted by the European Business Association⁵ 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 2022⁶.

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 halved⁷. 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).

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 hostilities⁸. 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.

To support MSMEs producing essential products and services, new business opportunities should be created through effective economic recovery responses and capacity development. Development of finance horizon changes rapidly with new mechanisms and financial models emerging (such as reward-based and equity-based crowdfunding, cryptocurrencies, impact investment, mobile money, smart remittances). The Global Crowdfunding market was valued at 17.2 billion USD in 2020 and is expected to reach 34.6 billion USD by the end of 2026⁹. Crowdfunding raises more money than venture capital investments thus presents an important and new financial tool for MSMEs in Ukraine. This method of finance enables all kinds of projects to be funded via online platforms. These can include loans for MSMEs, participating in a business start-up, co-acquiring a property or financing a photo book. Crowdfunding projects thus cover a vast range of areas.

⁵ 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>

⁶ Ukrainian business expects from the government tax holidays <https://kse.ua/about-the-school/news/naybilshe-ochikuvannya-biznesa-vid-uryadu-sogodni-podatkovy-kanikuli>

⁷ 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>

⁸ 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-PidprymstvVidnoviliSvoiuRobotuUBezpechnikOblastiakh>

⁹ Global Crowdfunding Market Research Report <https://www.marketdataforecast.com/market-reports/crowdfunding-market>

That said, they all have one thing in common: typically, a large number of people provide an amount that is often small, enabling the project to be realised. Direct, internet-based communication between those providing funds and those seeking funds is a key element of all types of crowdfunding.

2. MAIN OBJECTIVES OF THE ASSIGNMENT

The main objective of the assignment is promoting crowdfunding and assisting UN RPP in supporting the functioning of Crowdfunding Academy, namely: (i) implementation of the educational programme on crowdfunding and fundraising - as an instrument for additional funding opportunity for MSMEs from the war-affected regions of south-eastern Ukraine (Donetsk, Luhansk, Zaporizhzhia, Kherson, Kharkiv, Dnipropetrovsk oblasts); (ii) promotion of entrepreneurship in the war-affected regions and (iii) building up crowdfunding ecosystem among the MSMEs from south-eastern Ukraine.

3. SCOPE OF WORK

The Contractor is required to conduct 3 (three) online 2-day training courses on crowdfunding and fundraising for at least 30 entrepreneurs in total and prepare at least 10 entrepreneurs for launching crowdfunding campaigns on international crowdfunding platforms.

Specific requirements for the training courses development:

- Develop a tailored training programme on crowdfunding and fundraising focused on the knowledge and skills to raise funds through national and international crowdfunding platforms for MSMEs from south-eastern Ukraine producing essential products and services or MSMEs from Ukraine elsewhere implementing business projects aimed at supporting war-torn regions of Ukraine (UN RPP Crowdfunding Academy).
- Develop an implementation plan/schedule for UN RPP Crowdfunding Academy, evaluation criteria for the future participants of the crowdfunding campaigns and launch the call for participants.
- Develop a communication plan and a strategy to involve international audience into the fundraising process within the UN RPP Crowdfunding Academy.
- Develop 1 (one) knowledge material (a booklet with up to 10 pages, pdf format, Ukrainian language, single spacing, Noto Sans font, size 11) outlining the summary of the training courses on the topic, useful links and step-by-step approach on crowdfunding techniques for entrepreneurs developed and agreed with the supervisor. The booklet should be developed in two versions: for the web use and for printing.
- Launch an online registration for at least ten (10) calendar days and disseminate information using relevant online resources. The Programme shall place the announcement and links to the online registration form at official UN RPP resources.
- Develop a system of selection of training participants. The system should provide a transparent mechanism/scoring system for selection of applicants and the waiting list who have the propensity to entrepreneurship (through questionnaires, or other effective methods proposed by the Contractor). The list of participants should be approved by the Programme.
- Conduct 2 (two) online 2-days sessions of training course for at least 30 entrepreneurs in total.
- Ensure video recording of all online training sessions. Full rights for further usage of training videos should be delegated to the Programme.

- Conduct at least 2 (two) additional online consultations on crowdfunding and fundraising for the interested participants of the training programme.
- Based on existing evaluation criteria, to analyze and select at least 10 (ten) participants/graduates of UN RPP Crowdfunding Academy for launching fundraising campaigns on the most popular international crowdfunding platforms (including, but not limited to Kickstarter, Indiegogo, Gofundme).
- Consult and facilitate at least 10 (ten) selected MSMEs how to register and run crowdfunding campaigns on international crowdfunding platforms.

Specific requirement at the video and text production:

- Produce 10 (ten) promotional videos (with English subtitles) and 10 (ten) promotional texts (in English) about the selected MSMEs to be published on international crowdfunding platforms.
- Each video and text should create a positive image of entrepreneurs as people who actively support the economic recovery of the country and bring socio-economic resilience in crisis times.
- Each video and text should be conflict/gender-sensitive and should and comply with the UNDP Code of Ethics
(<https://www.undp.org/content/dam/undp/library/corporate/ethics/UNDP%20CODE%20OF%20ETHICS%20-%202017%20version.pdf>).
- Develop the concept of each video which includes the following elements: script, beneficiaries who will take part in the video, description and filming schedule.
- Editing, color correction, sound correction, video processing in Adobe After Effects (or equivalent), etc., must be specified in the commercial proposal. Video captioning in English is required.
- Requirements for the final videos:
 - Timing -from 1:00 to 3:00 minutes
 - Extension of the final product: .mov, .avi, .mkv or equivalent
 - High resolution: UHD (4K, preferred) or HD (1080p)
 - Aspect ratio: 16:9
 - English subtitles, visual presentation of the UN Peacebuilding Program (UN and donor logos)

Specific requirements at the photo production:

- To shoot at least 5 (five) professional high-resolution photos of each 10 (ten) businesses.
- Digital originals should be shot at the highest resolution that the camera permits. The minimum resolution accepted is 4000 pixels on the long side, saved as jpeg 10 or above.
- Each image from the optimized edit as well as the full take must include in the IPTC metadata: the full name of the photographer for photo credit, the correct date, the location, and the city/country. If possible and relevant, names and titles of people in photos should be included as well. IPTC metadata can be embedded within the photo through the use of image editing software such as Photoshop, Lightroom, or Photo Mechanic (or analogue). In addition to required info, a descriptive caption written in complete sentences is strongly preferred. The caption should describe the who, what, when and where of the photo in a way that accurately describes the context of the photo to a new viewer.

- Photos must be made and delivered in color. Adobe RGB is the preferred color space for high resolution jpegs. Color filtering or stylistic adjustments (extreme contrast, high saturation, etc.) are highly discouraged, and original out-of-camera images may be requested if processing is unacceptable.
- Highest camera resolution when shooting with 4000 pixels on the longest side as minimum deliverable resolution on final edit. If lower resolution images are requested during the assignment (or necessary for transmission for web/social use) then photographer will provide originals and/or high resolution optimized files upon conclusion as well.
- The Contractor represents and warrants that he/she has not, and undertakes that he/she shall not, infringe any third-party intellectual property rights in performing any activities pursuant to the Contract. The Consultant represents and warrants that that he/she shall perform the activities pursuant to the UN RPP Photo Policy and Guidelines including obtaining written consent when required.

General recommendations:

- The Contractor is responsible for ensuring proper security of project team members. It is recommended to consult with UNDP on security in the region, especially before the field phase of the assignment. All costs regarding the conduction of the events in frames of this assignment realization should be included in the budget proposal.
- All the offline activities within this assignment should be organized and conducted with the observance of sanitary-hygienic and sanitary-anti-epidemic rules and norms stipulated by the World Health Organization about the coronavirus disease (COVID-19) advice for the public WHO COVID-19:
 - Ensure policies and procedures related to COVID-19 are posted, available, and communicated to all participants. Put up COVID-19 posters in the facility and classroom to communicate key messages such as physical distancing of 2 meters, hand hygiene, and how to screen for symptoms.
 - Ensure participants have positioned a minimum of 2 meters from one another and remain at a safe distance at all times.
 - Provide the participants with a necessary number of fabric medical masks.
 - Ensure personal hygiene can be maintained through access to running water and soap, or hand sanitizer with at least 60% alcohol.
 - Ensure instructors and participants can wash or sanitize their hands frequently, especially when they arrive, before and after touching commonly-touched surfaces, and before leaving;
 - Ensure all surfaces in the training room (tables, chairs, countertops, doorknobs, light switches, etc.) are disinfected before and after the training using appropriate cleaning products.
 - Ensure any training equipment, tools or props are cleaned and sanitized before and after use.
- The contractor will promote UNDP's mandate as a gender-responsive organization with zero tolerance to any kind of discriminatory and abusive behaviour, including sexual harassment, sexual misconduct and apply the UN System Code of Conduct (<https://www.un.org/management/sites/www.un.org.management/files/un-system-model-code-conduct.pdf>).
- Along with the materials developed Contractor shall transfer to UNDP all copyright namely: a) the exclusive right to use the produced video, texts and photos b) the exclusive right to authorize or prohibit the use of the produced video and audio clips by other persons) and related rights, right of ownership to the video and all video materials related to preparation of the video.

4. DELIVERABLES

No.	Deliverable's description	Deadline
1.	<p>A tailored training programme on crowdfunding and fundraising for MSMEs is developed and agreed upon with the supervisor.</p> <p>An implementation plan/schedule of UN RPP Crowdfunding Academy evaluation criteria for the future participants of the crowdfunding campaigns is developed and agreed with the supervisor and the call for participants has been launched and the selection completed.</p> <p>Communication plan and a strategy to involve international audience into the fundraising process within the UN RPP Crowdfunding Academy is developed and agreed with the supervisor.</p> <p>One knowledge material (a booklet with up to 15 pages, pdf format, Ukrainian language, single spacing, Noto Sans font, size 11) outlining the summary of the training courses on the topic, useful links and step-by-step approach on crowdfunding techniques for entrepreneurs is developed and agreed with the supervisor.</p>	Within 1 (one) month after the start of the assignment
2.	<p>First online training session on crowdfunding and fundraising training course for at least 30 entrepreneurs and one first round of online consultations for all interested participants of the training programme are conducted.</p> <p>Second online training session on crowdfunding and fundraising course for at least 30 entrepreneurs and second round of online consultations for all interested participants of the training programme are conducted.</p>	Within 3 (three) months after the start of the assignment
3.	<p>Based on evaluation criteria, at least 10 (ten) graduates of UN RPP Crowdfunding Academy are analyzed and selected for launching fundraising campaigns on Ukrainian crowdfunding platforms. Result is agreed upon with the supervisor.</p> <p>Online consultation and facilitation for the selected 10 participants of the Crowdfunding Academy are conducted.</p>	Within 4 (four) months after the start of the assignment
4.	<p>At least 10 (ten) graduates of UN RPP Crowdfunding Academy prepared fundraising campaigns for international crowdfunding platforms (texts, photos and promo videos for each campaign are prepared and agreed with the supervisor).</p> <p>An analytical report on the outcomes of UN RPP Crowdfunding Academy produced and submitted to the supervisor.</p>	Within 6 (six) months after the start of the assignment

5. PROPOSED SCHEDULE OF PAYMENT

Payments will be linked to deliverables and executed upon submission of respective reports.

A payment schedule is provided below:

- After achieving the Deliverable 1 – 20%.
- After achieving the Deliverable 2 – 25%.
- After achieving the Deliverable 3 – 25%.
- After achieving the Deliverable 4 – 30%.

The payment is made by UNDP within 30 (thirty) calendar days from the date of respective deliverable acceptance by UNDP and submission of originals of invoice, act of acceptance and tax invoice (if applicable).

6. MONITORING / REPORTING REQUIREMENTS / QUALITY ASSURANCE MEASURES

The Contractor will directly report to the UN RPP Specialist on Entrepreneurship Promotion on regular basis. The Contractor will participate in the Project meetings (by Skype, Zoom or other tools) and will share work progress. The Contractor shall submit the following reports according to the UN RPP format and guidelines. The format of reports shall be agreed at the first stage of the contract implementation programme, but the Programme reserves the right to make further changes and clarifications in the report form.

Types of reports:

1) Inception and interim reports submitted in Ukrainian, including reports on the work accomplished, results, monitoring, and financial indicators:

- Inception report – 30 calendar days after the Contract starting date.
- Interim report No. 1 – 90 calendar days after the Contract starting date.
- Interim report No. 2 – 120 calendar days after the Contract starting date.

2) Final narrative report including a summary of activities and results, lessons learned and conclusions, as well as the final financial report reflecting the whole period of contract – no later than 180 calendar days after the Contract starting date. The report should be submitted in Ukrainian and in its' summary in English. Data should be disaggregated by donor, gender, age groups and other categories as required by the Programme.

All reports and survey results to the Programme shall be transmitted electronically (Formats of: * .docx, * .xlsx, * .pptx, * .pdf) on electronic source or in the form of electronic communication with the attached final product.

The Contractor shall comply with the system of monitoring, evaluation and quality control introduced by the Programme, and also provide the necessary information, reports and statistical data according to the predetermined schedule or as soon as possible (within a reasonable time).

As a quality assurance measure, the Programme representatives will be present at the opening and closure of the training courses to conduct interviews with participants and receive feedback on the quality of the Contractor's work. Zoom broadcasting of each training course will be organized by the Contractor so the Programme specialist could monitor the courses of the training programme. The Contractor shall facilitate the process by presenting the Programme with all necessary contacts of the trainees and shall refrain from influencing the impartiality of the assessment procedures. The Programme reserves the right do not accept the developed content and request changes and improvements to it at any stage of the project (storyboards, video, text, images, project page design), if the quality does not comply with the requirement proscribed in this TOR.

7. 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).
- Experience in the organization and management of business training programmes on fundraising and crowdfunding (at least 3 (three) programmes implemented).
- Experience in promotional video production (at least 5 (five) promotional videos stories produced).
- Experience of previous successful cooperation with UN / International organizations will be considered as an asset.
- Minimum 2 (two) positive reference letters on similar to these Terms of Reference projects from previous Clients / Partners.
- Composition of proposed expert team (Team Leader/Project Manager, Project Assistant/Copywriter, Trainer, Videographers (at least 2 persons)) of both women and men (at least 40 % of the team are women, but not more than 60 %) is considered as an asset.
- Availability of human resources that will ensure due quality and timely implementation of the contract. The project team will include Team Leader/Project Manager, Project Assistant/Copywriter, Trainer, Videographers (at least 2 persons) (please propose reasonable team composition, which may exceed the minimum required, but pay attention that only qualification of the experts included in TOR will be assessed in scoring):

Team Leader/Project Manager:

- 1) At least Bachelor's degree in Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields.
- 2) Experience in implementing of at least 5 (five) projects/programmes in the area of business training services.
- 3) Proven experience in reporting (samples of at least 2 (two) project completion reports or other relevant documents of similar nature should be provided).
- 4) Fluency in Ukrainian and Russian. At least working knowledge of English is required.

Project Assistant/Copywriter:

- 1) At least Bachelor's degree in Economy, Journalism, Public Administration, Management, Linguistics or other related fields.
- 2) At least 2 (two) years of professional experience in administrative support of training and educational projects.
- 3) At least 2 (two) years of experience in copywriting, journalism, proofreading.
- 4) Fluency in Ukrainian and Russian. At least working knowledge of English would be considered as an asset.

Trainer:

- 1) Proven experience of running at least 3 (three) own crowdfunding campaigns.
- 2) Proven experience of consultations on crowdfunding and fundraising for at least 5 (five) campaigns.
- 3) Experience of working with UN / International organizations would be an asset.

Videographers (at least two persons):

- 1) Proven experience of promotional video production (at least 5 (five) examples of promotional video content).
- 2) Proven experience of professional photo shooting (at least 10 (ten) examples of photo stories).
- 3) Experience of working with UN / International organizations would be an asset.

8. DOCUMENTS TO BE SUBMITTED IN A TECHNICAL PROPOSAL

<input checked="" type="checkbox"/>	Copy of Latest Business Registration Certificate and Tax Registration certificate (not mandatory on submission stage but will be required if Offeror is selected for contract award).
<input checked="" type="checkbox"/>	A letter of interest / letter of offer, which outlines previous experience in implementing similar programmes and the competitive advantages of the applicant company / organization.
<input checked="" type="checkbox"/>	Technical proposal in the form of brief concept note with approach to implementation and work plan indicating the persons responsible for each area of activity.
<input checked="" type="checkbox"/>	Portfolio of organizations' / company's works (at least 5 (five) promotional videos stories produced).
<input checked="" type="checkbox"/>	CVs of the project team members (Team Leader/Project Manager, Project Assistant/Copywriter, Trainer, Videographers (at least 2 persons) others if applicable), including the information on education, language knowledge and experience in implementing similar projects/objectives, as well as confirmation from each team member that they are available for the entire duration of the contract. CVs of Videographers should contain samples of work from each the Videographer (at least 5 (five) examples of promotional video content and at least 10 (ten) examples of photo stories (links are applicable)).
<input checked="" type="checkbox"/>	Minimum 2 (two) reference letters on similar to these Terms of Reference projects from previous Clients / Partners.
<input checked="" type="checkbox"/>	Financial proposal with the description of activities within the work plan.

9. EVALUATION CRITERIA AND 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:

- compliant with all the minimum and Experience and Qualifications requirements and
- passed the technical score of 70% (or 490 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

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

In the Second Stage, the price proposals of all offerors, who have attained a 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 the financial part (i.e. 300). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 300 points x lowest price / quoted price.

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

Technical criteria

Summary of Technical Proposal Evaluation Form	Score Weight	Max Points obtainable
Expertise of Firm/Organization	18%	130
Proposed work plan, methodology and approach	26%	180
Personnel	56%	390
Total	100%	700

Technical evaluation forms are provided below. The maximum points obtainable as per each criterion indicate the relative importance or score weight in general evaluation process.

Technical Evaluation Forms:

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

Form 2. Proposed work plan, methodology and approach

Form 3. Personnel

Assessment of technical proposal Form 1		Maximum score	Company / Other organization		
			A	B	C
Experience of the company / organization submitting the proposal					
1.1	Experience in the organization and management of business training programmes on fundraising and crowdfunding: - 3 programmes implemented – 40 points; - more than 3 programmes – 45 points.	45			
1.2	Experience in promotional video production: - 5 video stories – 40 points; - 6 and more video stories – 45 points.	45			
1.3	Experience of previous successful cooperation with UN / International organizations: - availability of experience – 10 points, - no experience – 0 points.	10			
1.4	Positive reference letters on similar to these Terms of Reference projects from previous Clients / Partners: - 2 letters – 15 points; - 3 and more letters – 20 points.	20			
1.5	Composition of proposed expert team (Team Leader/Project Manager, Project Assistant/Copywriter, Trainer and Videographers): - meeting the requirement “at least 40 % of the team are women, but not more than 60%” – 10 points. - not meeting the requirement - 0 points.	10			
Overall score on Form 1		130			

Assessment of technical proposal Form 2		Maximum score	Company / Other organization		
			A	B	C
Proposed work plan, methodology and approach					
2.1	Does the submitted Technical proposal sufficiently meet the objectives and scope of work? <ul style="list-style-type: none"> - The Technical proposal generally meets the objectives and scope of work – 60 points. - The Technical proposal corresponds well to the task, but workload is overstated/understated – 65 points. - The Technical proposal is logical and details the algorithm of the task which is corresponding to the volume of work – 70 points. 	70			
2.2	How well developed, reasonable and reliable is the approach of implementation of services? <ul style="list-style-type: none"> - The approach was developed with an incomplete understanding of current realities and compliance with the objectives – 30 points. - The approach logically describes a sequence of works – 35 points. - The approach includes thorough criteria demonstrating its feasibility – 50 points. 	50			
2.3	How well-elaborated is the proposed plan of work and suggested timeline? <ul style="list-style-type: none"> - The developed work plan is general in nature, without description and details - 45 points. - The developed work plan contains a description and in general meets the Project tasks - 50 points. - The developed work plan describes in detail the algorithm of the training programme implementation with indication of the involved specialists and the gradual transfer of the work results - 60 points. 	60			
Overall score on Form 2		180			

Assessment of technical proposal Form 3		Maximum score	Company / Other organization		
			A	B	C
Personnel					
	Team Leader/Project Manager				
3.1	Higher education Economy, Finance, Public Administration, Management, Psychology, Entrepreneurship or other related fields (Bachelor's degree or equivalent – 15 points, Master's / Specialist degree or equivalent and higher – 20 points).	20			
3.2	Experience in implementing projects / programmes in the area of business training services (5 projects/programmes – 25 points, 6 and more – 30 points).	30			
3.3	Experience in reporting (samples of at least 2 (two) project completion reports or other relevant documents of similar nature - 25 points; 3 and more samples - 30 points)	30			
3.4	Language knowledge (Fluency in Ukrainian and Russian – 5 points; Fluency in Ukrainian and Russian, and working knowledge of English – 10 points).	10			
Interim score according to criteria 3.1 – 3.4		90			
	Project Assistant/Copywriter				
3.5	Higher Education in Economy, Journalism, Public Administration, Management, Linguistics or other related fields (Bachelor's degree or equivalent – 5 points, Master's / Specialist degree or higher – 10 points).	10			
3.6	Experience in administrative support of training and educational projects (2 years – 25 points, 3 and more years – 30 points).	30			
3.7	Experience in copywriting, journalism, proofreading (2 years – 25 points, 3 years and more – 30 points).	30			
3.8	Language knowledge (Fluency in Ukrainian, Russian – 5 points; Fluency in Ukrainian, Russian and working knowledge of English – 10 points).	10			
Interim score according to criteria 3.5 – 3.8		80			
	Trainer				
3.9	Proven experience of running own crowdfunding campaigns (3 campaigns – 35 points, 4 and more – 40 points).	40			

3.10	Experience in consultations on crowdfunding and fundraising (5 campaigns – 5 points, 6 and more campaigns – 10 points).	10			
3.11	Experience of working with UN / international organizations (no experience – 0 points; presence of such experience – 10 points).	10			
Interim score according to criteria 3.9 – 3.10		60			
	Videographer 1				
3.12	Proven experience in promotional video production (5 promotional videos – 25 points, 6 and more videos 30 points).	30			
3.13	Proven experience of professional photo shooting (10 photo stories – 20 points, 11 and more – 25 points).	25			
3.14	Experience of working with UN / International organizations (no experience – 0 points; presence of such experience – 25 points)	25			
Interim score according to criteria 3.11 – 3.13		80			
	Videographer 2				
3.15	Proven experience in promotional video production (5 promotional videos – 25 points, 6 and more videos – 30 points).	30			
3.16	Proven experience of professional photo shooting (10 photo stories – 20 points, 11 and more – 25 points).	25			
3.17	Experience of working with UN / International organizations (no experience – 0 points; presence of such experience – 25 points)	25			
Interim score according to criteria 3.19 – 3.20		80			
Overall score on Form 3		390			

10. FINANCIAL PROPOSAL

The Contractor will be responsible for all administrative expenses associated with undertaking this assignment including development of video, adaptation, advertising, office accommodation, printing, stationary, telephone and electronic communications, and report copies incurred in this assignment.

The expenses related to the implementation of services, such as development of video, adaptation, advertising, accommodation, meals, technical devices, rental of premises for the activities, travel costs, as well as experts' fees and their travel costs should be included in the financial proposal.

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

A. Cost breakdown per deliverables

Bidders should submit their proposals in the following format that indicates the all-inclusive fixed total contract price (lump sum) for all breakdown according to stage, types of services and schedule of their provision.

No.	Deliverables	Percentage of Total Price (Weight for payment)	Price without VAT, indicate currency
1.	Deliverable 1	20%	
2.	Deliverable 2	25%	
3	Deliverable 3	25%	
4.	Deliverable 4	30%	
Total all-inclusive cost without VAT, indicate currency		100%	



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, indicate currency	Cost without VAT, indicate currency
1.	Personnel				
1.1	Team Leader/Project Manager	Month			
1.2	Project Assistant/Copywriter	Month			
1.3	Trainer	Month			
1.4	Videographer 1	Month			
1.5	Videographer 2	Month			
...	...				
2.	Implementation costs				
2.1					
2.2					
3.	Administration Costs (if necessary)				
3.1	Communications (telephone/Internet)				
3.2	Other (if any - to define clearly activities/costs)				
...					
4.	Travel and Lodging				
4.1	Daily Allowance	Day			
...	...				
5.	Other costs (if any - to define clearly activities/costs)				
...	...				
TOTAL without VAT, indicate currency					

Annex 4.

Model Contract

Договір на надання Товарів та/або Послуг між Програмою розвитку Організації Об'єднаних Націй та 		Contract for Goods and/or Services Between the United Nations Development Programme and 	
1. Країна, у якій будуть постачатись Товари та/або надаватись Послуги: Україна		1. Country Where Goods Will be Delivered and/or Services Will be Provided: Ukraine	
2. ПРООН <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:		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:	
3. Посилання на номер договору (напр., номер присудження договору):		3. Contract Reference (e.g. Contract Award Number):	
4. Довгострокова угода: Ні		4. Long Term Agreement: No	
5. Предмет Договору: <input type="checkbox"/> товари <input checked="" type="checkbox"/> послуги <input type="checkbox"/> товари та послуги		5. Subject Matter of the Contract: <input type="checkbox"/> goods <input checked="" type="checkbox"/> services <input type="checkbox"/> goods and services	
6. Тип Послуг:		6. Type of Services:	
7. Дата початку Договору:	8. Дата завершення Договору:	7. Contract Starting Date:	8. Contract Ending Date:
9. Загальна сума Договору: 9a. Передплата: Не застосовується		9. Total Contract Amount: 9a. Advance Payment: Not applicable	
10. Загальна вартість Товарів та/або Послуг: <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 або Товари та Послуги) – застосовуються Загальні умови ПРООН для договорів <input type="checkbox"/> 50 000 дол. США або більше (Товари та/або Послуги) – застосовуються Загальні умови ПРООН для договорів		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 or Goods and Services) – UNDP General Terms and Conditions for Contracts apply <input type="checkbox"/> equal to or above US\$50,000 (Goods and/or Services) – UNDP General Terms and Conditions for Contracts apply	
11. Метод оплати: <input checked="" type="checkbox"/> тверда (фіксована) ціна <input type="checkbox"/> відшкодування витрат		11. Payment Method: <input checked="" type="checkbox"/> fixed price <input type="checkbox"/> cost reimbursement	
12. Назва(ім'я) Підрядника:		12. Contractor's Name:	
13. Ім'я контактної особи Підрядника: Посада: керівник Адреса: Номер телефону: Факс: Email:		13. Contractor's Contact Person's Name: Title Address: Telephone number: Fax: Email:	
14. Ім'я контактної особи ПРООН: Посада: Адреса: Тел.: 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		15. Contractor's Bank Account to which payments will be transferred: Beneficiary: Account name: Account number: Bank name: Bank address:	

ЄДРПОУ		MFO EDRPOU	
<p>Даний Договір складається з наступних документів, які, у разі виникнення конфлікту між ними, мають перевагу один перед одним у наступному порядку:</p> <ol style="list-style-type: none"> 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. <p>Все вищезазначене, включене до цього документу за допомогою посилання, містить увесь обсяг домовленостей («Договір») між Сторонами, при цьому усі інші переговори та/або угоди, незалежно від того, виконані вони в усній або ж у письмовій формі, що відносяться до предмету даного Договору, втрачають силу.</p> <p>Даний Договір вступає в силу з дня проставлення належним чином уповноваженими представниками Сторін останнього підпису на Лицьовій сторінці і 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 consists of the following documents, which in case of conflict shall take precedence over one another in the following order:</p> <ol style="list-style-type: none"> 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. <p>All the above, hereby incorporated by reference, shall form the entire agreement between the Parties (the "Contract"), superseding the contents of any other negotiations and/or agreements, whether oral or in writing, pertaining to the subject of this Contract.</p> <p>This Contract shall enter into force on the date of the last signature of the Face Sheet by the duly authorized representatives of the Parties, and terminate on the Contract Ending Date indicated on the Face Sheet. This 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:	