



Request for Proposal (RFP)

Ref.no. RFP11/00395

Date: 14-Jul-11

Dear Sir/Madam,

Subject: RFP Development of Awareness Campaign Strategy and Design of Information Materials for JISBs/ UN Women WEE

1. You are requested to submit a proposal for consulting services, as per enclosed Terms of Reference (TOR).
2. To enable you to submit a proposal, attached are:
 - i. Instructions to Offerors (Annex I)
 - ii. General Conditions of Contract..... (Annex II)
 - iii. Terms of Reference (TOR)..... (Annex III)
 - iv. Proposal Submission Form(Annex IV)
 - v. Price Schedule/Financial Proposal(Annex V)
3. Your offer comprising of (1) technical proposal and (2) price schedule/financial proposal, in separate sealed envelopes, marked with “**RFP: Services for development of awareness campaign strategy and design of information materials for JISBs/ UN Women WEE**” should reach the UN Women Moldova office no later than 10 August 2011, 12.30 (Chisinau time) at:

**UN Women Moldova
131, 31 August 1989 Street, MD-2012 Chisinau, Republic of Moldova
Attention: UN Women Gender Advisor**

Contact person for clarifications: Violeta Bunescu, Communication Specialist, UN Women, WEE Programme (violeta.bunescu@unwomen.org)

4. If you request additional information, we would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.
5. You are requested to acknowledge receipt of this letter and to indicate whether or not you intend to submit a proposal.

Yours sincerely,

Damira Sartbaeva
Regional Programme Director
UN Women Sub-Regional Office
for Eastern Europe and Central Asia

Instructions to Offerors**A. Introduction****1. General**

The purpose of this Request for Proposal (RFP) is to solicit proposals from the qualified companies for development of awareness strategy and design of information materials for Joint Information and Services Bureaus (JISBs) in four pilot rayons: Singerei, Telenesti, Nisporeni and Cantemir. The assignment will be performed according to the ToR (Annex III) herewith. The Contract will be awarded to the Company with the best proposal, i.e. the proposal that will have the highest score according to the evaluation criteria stipulated under p.22 of Instructions to Offerors.

2. Cost of proposal

The Offeror shall bear all costs associated with the preparation and submission of the Proposal, the UN Women will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

B. Solicitation Documents**3. Contents of solicitation documents**

Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

4. Clarification of solicitation documents

A prospective Offeror requiring any clarification of the Solicitation Documents may notify the procuring UN Women entity in writing at the organisation's mailing address or fax number indicated in the RFP. The procuring UN Women entity will respond in writing to any request for clarification of the Solicitation Documents that it receives earlier than two weeks prior to the deadline for the submission of Proposals. Written copies of the organisation's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

5. Amendments of solicitation documents

At any time prior to the deadline for submission of Proposals, the procuring UN Women entity may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.

In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, the procuring UN Women entity may, at its discretion, extend the deadline for the submission of Proposals.

C. Preparation of Proposals**6. Language of the proposal**

The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and the procuring UN Women entity shall be written in the English language. Any printed literature furnished by the Offeror may be written in another language so long as accompanied by an English translation of its pertinent passages in which case, for purposes of interpretation of the Proposal, the English translation shall govern.

7. Documents comprising the proposal

The Proposal shall comprise the following components:

- (a) Proposal submission form (Annex IV);

- (b) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements;
- (c) Price schedule, completed in accordance with clauses 9 and 10 (Annex V);

8. Operational and technical documentation

The operational and technical part of the Proposal shall contain the following documents:

- Company profile containing the description of relevant experience in the field (experience, human resources, technical and managerial capacity in the related field);
- Copy of registration certificate;
- Work-plan and methodology (detailed description of methodology and activities, schedule, agenda);
- CVs of involved consultants, including the role and tasks of each of them;
- Detailed budget (**presented in a separate envelope**);
- Other relevant documents.

9. Proposal form

The Offeror shall structure the operational and technical part of its Proposal as follows:

(a) Management plan

This section should provide corporate orientation to include the year and state/country of incorporation and a brief description of the Offeror's present activities. It should focus on services related to the Proposal.

This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with the procuring UN Women entity.

(b) Resource plan

This should fully explain the Offeror's resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror's current capabilities/facilities and any plans for their expansion.

(c) Proposed methodology

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror's Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response.

Information which the Offeror considers proprietary, if any, should be clearly marked "proprietary" next to the relevant part of the text and it will then be treated as such accordingly.

10. Proposal prices

The Offeror shall indicate on an appropriate Price Schedule/Financial Proposal, an example of which is contained in these Solicitation Documents, the prices of services it proposes to supply under the contract.

11. Proposal currencies

All prices shall be quoted in MDL and shall be VAT exclusive. For comparison purposes, all other currencies shall be converted into Moldovan Lei using the UN Operational Rate of Exchange on the day of the competition deadline.

12. Period of validity of proposals

Proposals shall remain valid for sixty (60) days after the date of Proposal submission prescribed by the procuring UN Women entity, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by the procuring UN Women entity on the grounds that it is non-responsive.

In exceptional circumstances, the procuring UN Women entity may solicit the Offeror's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. An Offeror granting the request will not be required nor permitted to modify its Proposal.

13. Format and signing of proposals

The Offeror shall prepare two copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall govern.

The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorised to bind the Offeror to the contract. The latter authorisation shall be indicated by written power-of-attorney accompanying the Proposal.

A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialled by the person or persons signing the Proposal.

14. Payment

UN Women shall effect payments to the Contractor after acceptance by UN Women of the invoices submitted by the contractor, upon achievement of the corresponding milestones.

D. Submission of Proposals

15. Sealing and marking of proposals

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be:

- addressed to –

**UN Women Moldova
131, 31 August 1989 Street, MD-2012 Chisinau, Republic of Moldova
Attention: UN Women Gender Advisor**

and,

- marked with –

"RFP: Services for development of awareness campaign strategy and design of information materials for JISBs/UN Women WEE"

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 8 (*Operational and technical documentation*) and in Clause 9 (*Proposal form*) above, with the copies duly marked "Original" and "Copy". The second inner envelope shall include the price schedule duly identified as such.

Note: if the inner envelopes are not sealed and marked as per the instructions in this clause, the procuring UN Women entity will not assume responsibility for the Proposal's misplacement or premature opening.

16. Deadline for submission of proposals

Proposals must be received by the procuring UN Women entity at the address specified under clause *Sealing and marking of Proposals* no later than **10 August 2011, 12:30 pm**, Chisinau time.

The procuring UN Women entity may, at its own discretion extend this deadline for the submission of Proposals by amending the solicitation documents in accordance with clause *Amendments of Solicitation Documents*, in which case all rights and obligations of the procuring UN Women entity and Offerors previously subject to the deadline will thereafter be subject to the deadline as extended.

17. Late Proposals

Any Proposal received by the procuring UN Women entity after the deadline for submission of proposals, pursuant to clause *Deadline for the submission of proposals*, will be rejected.

18. Modification and withdrawal of Proposals

The Offeror may withdraw its Proposal after the Proposal's submission, provided that written notice of the withdrawal is received by the procuring UN Women entity prior to the deadline prescribed for submission of Proposals.

The Offeror's withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause Deadline for Submission of Proposals. The withdrawal notice may also be sent by telex or fax but followed by a signed confirmation copy.

No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the Interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

E. Opening and Evaluation of Proposals

19. Opening of proposals

The procuring entity will open the Proposals in the presence of a Committee formed by the Head of the procuring UN Women entity.

20. Clarification of proposals

To assist in the examination, evaluation and comparison of Proposals, the Purchaser may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

21. Preliminary examination

The Purchaser will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.

Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The Purchaser's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Offeror by correction of the non-conformity.

22. Evaluation and comparison of proposals

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 1000 points in the evaluation of the technical proposals.

The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR) and the Instructions to Offerors.

In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation, will be compared. The **cumulative analysis scheme** will be applied with a total score being obtained upon the combination of weighted technical and financial attributes. An Offeror's response to the solicitation document is evaluated and points are attributed based on how well they meet the defined desirable criteria. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 1429 of all the desirable factors of the RFP. The contract will be awarded to the offeror obtaining the highest cumulative score. The following formula will be applied in calculating the cumulative score:

$$B = T + \frac{C_{low}}{C} \times 429,$$

where

T – is the total technical score awarded to the evaluated proposal;

C – is the price of the evaluated proposal; and

C_{low} – is the lowest of all evaluated proposal prices among responsive proposals.

Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company				
				A	B	C	D	E
1.	Offerors's Expertise and Capacity	30%	300					
2.	Proposed Concept, Work Plan and Approach	40%	400					
3.	Personnel	30%	300					
Total			1000					

Evaluation forms for the technical proposals follow. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process.

The Technical Proposal Evaluation Forms are:

Form 1: Expertise of Firm / Organisation Submitting Proposal

Form 2: Proposed Work Plan and Approach

Form 3: Personnel

Technical Proposal Evaluation Form 1			Points Obtainable
1.	Offeror's Expertise and Capacity, including:		
1.1	Reputation of Organisation and Staff (Competence/Reliability) in development of awareness raising strategic documents and promotional materials		70
1.2	General Organisational Capability which is likely to affect implementation (i.e. number and type of products similar to the one requested in ToR produced in the past)		70
1.3	Quality insurance procedures		20
1.4	Relevance of:		70
	- Specialized Knowledge	25	
	- Experience in similar Projects	25	
	- Experience with donor/international and/or national governmental organisations	20	
1.5	Proven cumulative experience in development of awareness concept and strategies and design of information/promotional materials		70
	- less than 3 years	40	
	- between 3 and 5 years	60	
	- more than 5 years	70	
Total Part 1			300

Technical Proposal Evaluation Form 2			Points Obtainable
Proposed Work Plan and Methodology			
2.1	The task is well understood, properly addressed and correspond to the ToR		85
2.2	Aspects of the task are addressed in sufficient details		80
2.3	Different components of the project are adequately weighted relative to one another		80
2.4	Proposal is based on an assessment of the existent situation and data are properly used in the development of the proposal		85
2.5	Efficient and realistic work plan corresponding to the needs/specifics stipulated in the TOR (sequence of activities is realistic and will ensure effective implementation of the work plan, plan is falling in indicated under the ToR time frames)		70
Total Part 2			400

Technical Proposal Evaluation Form 3			Points Obtainable	
Personnel				
3.1.	Task Manager/Team leader	Sub-score	150	
	Education and general qualification	20		
	Prior experience of team/group leader/manager in undertaking similar exercise (Suitability for the Project)			50
	- less than 3 years	20		
	- 3-5 years	30		
	- more than 5 years	50		
	Professional experience in the area of specialization (experience in developing awareness concepts and strategies and design of information/promotional materials)			50
	- less than 3 years	15		
	- 3-5 years	25		
	- more than 5 years	50		
	Experience with UN or other donor organizations	15		
	Language qualifications: Fluency in Romanian , English and Russian	15		
Sub-Score		150		
3.2	Team members/experts	Sub-score	150	
	Education and general qualification	20		
	Professional experience in development of awareness concepts, information materials and design			80
	o less than 3 years	40		
	o 3-5 years	60		
	o more than 5 years	80		
	Experience with UN or other donor agencies	25		
	Language qualifications: Fluency in Romanian and English or Russian	25		
Sub-score		150		
Total Part 3			300	

The nominated Task Manager must be the employee who will be responsible for the overall management and coordination of the project inputs and distribution of operational tasks among the other consultants/experts the entire period set for this contract.

F. Award of Contract

23. Award criteria, award of contract

The procuring UN Women entity reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the Purchaser's action

Prior to expiration of the period of proposal validity, the procuring UN Women entity will award the contract to the qualified Offeror whose Proposal after being evaluated is considered to be the most responsive to the needs of the organisation and activity concerned.

24. Purchaser's right to vary requirements at time of award

The Purchaser reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

25. Signing of the contract

Within 30 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to the Purchaser.

Failure of the successful Offeror to comply with the requirement of Clause 25 shall constitute sufficient grounds for the annulment of the award and forfeiture of the Proposal security if any, in which event the Purchaser may make the award to the next lowest evaluated Offeror or call for new Proposals.

General Conditions of Contract**1. LEGAL STATUS**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis UN Women. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UN Women or the United Nations.

2. SOURCE OF INSTRUCTIONS

The Contractor shall neither seek nor accept instructions from any authority external to UN Women in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect UN Women or the United Nations and shall fulfil its commitments with the fullest regard to the interests of UN Women.

3. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4. ASSIGNMENT

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UN Women.

5. SUB-CONTRACTING

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UN Women for all sub-contractors. The approval of UN Women of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.

6. OFFICIALS NOT TO BENEFIT

The Contractor warrants that no official of UN Women or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UN Women, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8. INSURANCE AND LIABILITIES TO THIRD PARTIES

- 8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4 Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - (i) Name UN Women as additional insured;
 - (ii) Include a waiver of subrogation of the Contractor's rights to the insurance carrier against UN Women;
 - (iii) Provide that UN Women shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- 8.5 The Contractor shall, upon request, provide UN Women with satisfactory evidence of the insurance required under this Article.

9. ENCUMBRANCES/LIENS

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with UN Women against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10. TITLE TO EQUIPMENT

Title to any equipment and supplies that may be furnished by UN Women shall rest with UN Women and any such equipment shall be returned to UN Women at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UN Women, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UN Women for equipment determined to be damaged or degraded beyond normal wear and tear.

11. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

UN Women shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract. At the UN Women's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UN Women in compliance with the requirements of the applicable law.

12. USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UN WOMEN OR THE UNITED NATIONS

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UN Women, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UN Women or the United Nations, or any abbreviation of the name of UN Women or the United Nations in connection with its business or otherwise.

13. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION

- 13.1 All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UN Women, shall be treated as confidential and shall be delivered only to UN Women authorized officials on completion of work under this Contract.
- 13.2 The Contractor may not communicate at any time to any other person, Government or authority external to UN Women, any information known to it by reason of its association with UN Women which has not been made public except with the authorization of UN Women; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

14. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- 14.1 Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force which are beyond the control of the Parties.
- 14.2 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to UN Women, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify UN Women of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, UN Women shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.3 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, UN Women shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

15. TERMINATION

- 15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16 "Settlement of Disputes" below shall not be deemed a termination of this Contract.
- 15.2 UN Women reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UN Women shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3 In the event of any termination by UN Women under this Article, no payment shall be due from UN Women to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures.
- 15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, UN Women may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform UN Women of the occurrence of any of the above events.

16. SETTLEMENT OF DISPUTES

16.1. Amicable Settlement

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

16.2. Arbitration

Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining, including its provisions on applicable law. The arbitral tribunal shall have no authority to award punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

17. PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18. TAX EXEMPTION

- 18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia, that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with UN Women to determine a mutually acceptable procedure.
- 18.2 Accordingly, the Contractor authorizes UN Women to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with UN Women before the payment thereof and UN Women has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide UN Women with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19 CHILD LABOUR

- 19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.
- 19.2 Any breach of this representation and warranty shall entitle UN Women to terminate this Contract immediately upon notice to the Contractor, at no cost to UN Women.

20 MINES

- 20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.
- 20.2 Any breach of this representation and warranty shall entitle UN Women to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UN Women.

21 OBSERVANCE OF THE LAW

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22 AUTHORITY TO MODIFY

No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against UN Women unless provided by an amendment to this Contract signed by the authorized official of UN Women.

Terms of Reference
on Development of Awareness Campaign Strategy and Design of Information Materials for Joint Information and Services Bureaus in four pilot rayons: Singerei, Telenesti, Nisporeni and Cantemir

Background

UN Women jointly with the Government of Moldova represented by the Ministry of Labour, Social Protection and Family and the Ministry of Economy with funding support from the Government of Sweden/Swedish International Development Agency (Sida) is implementing the programme “Women’s Economic Empowerment through Increasing Employability in the Republic of Moldova” (WEE) (2009-2013).

This programme is aimed at addressing the needs of the rural and sub-urban population, especially poor women exercising their social and economic rights through increasing access to quality information and services, strengthening of the key stakeholders capacities and improvement of the legislative and normative framework. It is designed to be fulfilled within four years and aims to target 28 rayons with activities. In 2010 activities were initiated in **four pilot rayons**: Singerei, Telenesti, Nisporeni and Cantemir.

The programme has the development objective to make women in rural and sub-urban areas of Moldova informed, empowered and able to better benefit of their social and economic rights.

As a result of broad consultations with the stakeholders in the country, entry point areas for women’s economic empowerment were defined as:

1. Information and Services;
2. Credit, Land and other productive resources;
3. Vocational education/Professional education training for skills upgrade;
4. Entry/re-entry to the Labor Market;
5. Social Protection Services;
6. Care Services.

All these areas were defined as potential areas to economically empower women through applying human rights-based approach (HRBA). In Moldova, it was felt to be more strategic to focus on district/rayon level, because there are fewer institutions and resources as well as practices to implement economic, social, political decisions and the delivery of services is weaker. Thus, it was decided to focus on creating a platform for women in rural and sub-urban areas, which will allow them to gain control over decisions and resources that determine the quality of life.

In order to increase access to improved quality information and services at rural level, UN Women WEE Programme supported conceptually and financially the opening of **Joint Information and Services Bureaus (JISBs) in four pilot rayons: Singerei, Telenesti, Nisporeni and Cantemir** in 2010. By this innovation, the aim was to bring together in one location the key government service providers (decentralized and deconcentrated services at rayon level), private sector and NGOs. Services are provided in area of employment, social protection, self-employment, SME/business, land and cadastre, agriculture.

Description of JISBs:

JISB functions under the aegis of the Rayon Council and is placed in the building of the Rayon Council (exception represents the rayon of Nisporeni, where JISB is placed in an administrative building of the Rayon Council, placed in the neighborhood of the Rayon Council building). The bureau is opened to inhabitants of the rayon on a certain day of the week (the day is different up to each rayon: in Singerei and Nisporeni is on Thursday while in Telenesti is on Wednesday) and during established hours, usually between 09:00-12:00.

JISB has the following features:

- Improved access to quality information and services;
- All service providers from state, private sector and civil society are placed in one location;

- Information and services are provided in a coordinated manner;
- Opportunities and solutions are identified for initiatives and needs of all women and men;

Up to date, three JISBs were established and officially launched in three rayons: Singerei, Telenesti and Nisporeni comprising the following service providers:

Public service: Rayon Council:

1. Rayon Council Social Assistance and Family Protection Section
2. Rayon Council Economy Section (also as SME development fund focal point)
3. Rayon Council Department for Food and Agriculture
4. Rayon Council Land and Cadastre Service

Public service: De-concentrated services:

5. Territorial Employment Agency
6. Territorial Labor Inspection
7. Territorial Social Insurance House

CSO/NGOs:

8. ACSA Rural Extension Service (NGO)
9. Chamber of Commerce (in Telenesti)

Private Sector:

10. Garant-Invest, representing eight commercial banks

One of the activities of the JISB implemented in close collaboration with village public authorities, which targets rural communities with the aim to improve local service provision and provide required information to women and men at community level, represents the Mobile Team (MT). In four pilot rayons there are approximately 100 mayoralties and MT field visits are organized at village level with representatives from different service providers as Territorial Employment Office, Social Assistance and Protection of Family Directorate, Cadastre Office and Economy Directorate. Information and services are provided in the same coordinated manner to inhabitants of the village. Prior the visit of the MT, the Mayor and the Mayorality staff start an extensive information campaign at local level. They disseminate the information regarding the visit through information at least one week before to the visit. In order to reach the most vulnerable layers of population, the Mayorality use the available information to identify the people in need and by phone calls and personal visits to their homes they announce and inform the potential beneficiaries about the opportunity to access information and services from Rayon level service providers on spot. Information on existence of JISB at rayon level is lacking in the mayorality and other public spaces of the villages.

For a general overview of the JISB please find the following link: <http://www.youtube.com/watch?v=wMzOQ31WV9U>.

From the initial statistical data collected within UN Women WEE Programme, from piloting JISB in October 2010 in four pilot rayons Singerei, Telenesti, Nisporeni and Cantemir, **760** consultations were provided to the women and men at rayon/rural level. 79% (601) were directed to people living in rural areas and out of 760 beneficiaries **61 %** (460 women) were women. The most solicited services are in the area of social assistance and family protection, employment, rural extension, agriculture and food, cadastre and other. Moreover, based on the initial data on the operation of JISB under the leadership of the Rayon Administration UN Women with Electronic Government Center have initiated the digitalization of services within four JISBs. Digitalization of services within JISB represents a good entry point to scale up the timely and quality provision of information and services to women and men in rural areas.

Based on this preliminary information and through a series of workshops/retreats organized with participation of representatives of rayons councils' administration, service providers and representatives of respective ministries and national institutions a range of needs was identified, which includes, inter alia, provision of informational support for JISB operation. UN Women provided initial informational support to JISBs by branding the innovative approach, and especially:

- developed the logo and motto which represents "Better Coordination for Women's Empowerment"

- individualized the JISB service providers with basic supporting materials as table nametags, pins, badges, bags, registers. JISB was equipped with a general banner on JISB, door tiles and leaflet with general information about JISB.

With this initial informational support, UN Women decided to support development and implementation of an ample awareness campaign on:

- Functionality of Joint Information and Services Bureaus in Singerei, Telenesti, Nisporeni and Cantemir under the aegis of Rayon Leadership, including the MT;
- Information and services provided by each service providers which is member of JISB;

As per each service provided at local level in four pilot rayons in 2010 a study has been initiated and carried out: Mapping of Services at the Local Level. It aimed to undertake a thorough inventory of all relevant services in the focus areas, such as employment, social protection and SME development existent at local level. The study is available with UN Women WEE Programme and contains a detailed information on existence of services in areas of employment, social protection, agriculture, land relations/cadastre, entrepreneurship and business development. The information developed in the study can be used as background information for development of information materials on services provided by each service providers within JISB.

Scope of the work:

Under direct supervision of the Programme Chief Technical Adviser, and Programme Analyst, the selected company is expected to:

1. Develop the strategy of the awareness campaign strategy on JISB, based on all JISB features and digitalization of services within JISB, including
 - vision
 - communication messages
 - targeted audiences
 - slogan
 - and the action plan on the implementation of the strategy
2. Design the information materials on JISBs;
3. Design the information materials on services provided within JISB based on the study of Mapping of Services at Local Level in four pilot rayons;
4. Develop a plan for distribution.

Specifics of the assignment:

The awareness campaign has the **aim**:

- to inform and sensitize the general public of four pilot rayons about JISBs and MT under the aegis of Rayon Council in Singerei, Telenesti, Nisporeni and Cantemir;
- to inform and sensitize about the services provided under JISB.

The **key audiences** UN Women seeks to motivate to access information and services provided by JISBs are inhabitants of the rayon from rayon/village level, primarily women and girls, men and boys, elderly, representatives of ethnic or other minorities and persons with disabilities.

Acknowledgement of the fact that JISB was created to primarily empower women and girls from rural areas should be always present in all communication materials along with the general call to use the services provided by JISB. As mentioned before the general motto of the JISB is “Better Coordination for Women’s Empowerment”, therefore the related messages should be developed around this motto. All produced materials should be in the official language of the state and in Russian. All the materials shall carry the **indication and logos** of the key donor (currently Government of Sweden), key implementing Agency (currently UN Women) and the key Government Partners (currently Ministry of Labour, Social Protection and Family and Ministry of Economy).

Designing layout and scripts:

The selected company will have to propose the design for all print materials, the script of the Public Service Announcements (PSA) for audio-visual and audio, and proposed design for electronic products. All materials should be bilingual when laid out (with an English version of the text) and scripts should be bilingual, with English subtitles.

- **Design for print**

Design for materials chosen by the company as communication tools (see sample list below) should be consistent to keep the branding image of the Government of Moldova, represented by Rayon Council plus all designs should allow for extra logos accompanying the Government logo, contact information including addresses, phone numbers and websites. Layout and text should be in Romanian, Russian, and text translated in English.

- **Audio-visual and audio**

Scripts for PSAs (audio-visual and audio) should not be longer than 40 seconds (including slogan time) and in formats allowing editing for possible further use. Audio-visual scripts should be bilingual (state language and Russian) and the text should be translated in English.

- **Design for electronic products**

Electronic products on JISB should keep the branding image of JISB and plus all designs should allow space for extra logos accompanying. The electronic products should be very user friendly as they are going to be placed on the rayon council's websites and other state institutions websites.

Sample tools (not limited)

General Items:

- PSAs (audio-visual and audio)
- Internet banners (placed on rayon's council website)
- Posters
- Billboards
- Over the street liners
- Leaflets

Promotional materials for the services provided within JISB will be developed taken into consideration the information provided in the study Mapping of Services at Rural Level, especially in area of Employment, Social Protection, Land/Cadastré, Agriculture, SME, Finance, Legal.

Individual Items:

- T-shirts
- Capes
- Tote handbags
- Calendars
- Pens
- Coasters
- Mugs

Organizational settings:

The contractor/company will work outside the programme office, will contact the JISB focal points at rayon level and will participate in all working meetings as deemed necessary for the fulfillment of the task.

Timetable of activities (tentatively)

No	Activities	Expected Deliverables	Expected Deadline
	Develop the draft strategy on awareness raising on JISB in English and approve with UN Women	Draft strategy developed	September 8, 2011
	Develop the detailed scenario for PSA in Romanian and Russian with translation in English	Scenario developed	September 22, 2011
	Produce the PSA in Romanian and Russian with subtitles in English	PSA developed	October 5, 2011
	Develop the design of the study "Mapping of Services at Local Level"	Template of the study developed	October 1, 2011

No	Activities	Expected Deliverables	Expected Deadline
	Develop the design, content, technical specifications of the print promotional materials in Romanian and Russian with translation in English on: a) Joint Information and Services Bureau b) Services provided within JISB based on the study	Templates/laid-out of the print materials	October 1, 2011
	Develop the design, content, technical specifications of the e-products in Romanian and Russian with translation in English.	Templates/laid-out of the e-products developed	October 1, 2011
	Develop the design, content and technical specifications of the individual campaign items	Design of the individual campaign items produced	October 1, 2011
	Develop the plan for distribution	Plan for distribution developed	October 10, 2011
	Finalize the awareness campaign strategy and present Final Report with all materials developed pertaining to ToR on CDs/DVDs	CD/DVD	October 23, 2011

Deliverables:

1. Developed strategy of the awareness campaign on/for JISB including description of the general approach, approach to specific target groups, general messages and slogan, specific messages for specific target groups, messages on promotion of services provided within JISB;
2. Templates/laid-out of the materials to be printed (general and service specific);
3. Scripts of PSA (audio-visual and audio);
4. Developed PSA;
5. Templates/laid out of the electronic materials to be placed on websites of national institutions;
6. Template for the design of the study "Mapping of Services at Local Level"
7. Template for the individual campaign items;
8. Detailed distribution plan of general and individual items;
9. Final report with CD/DVD in 10 copies with all produced materials for the awareness campaign in mentioned languages.

Inputs/Resources on behalf of UN Women

UN Women Representatives will provide the contractor with the necessary information and materials for the fulfillment of tasks, especially information on the JISB and MT, services provided within JISB and other relevant information upon request.

Requirements to Companies/Organizations:

- Officially registered legal entity as per Republic of Moldova's regulations;
- At least 3 years of proven technical knowledge and successful development of awareness, information, promotional campaigns;
- Extensive experience in developing audio and video spots;
- Extensive experience in developing print and e-promotional materials;
- Excellent technical capacities to ensure smooth and high-quality production;
- Trained and qualified (certified) staff;
- Previous experience working with an international organization (would be an advantage);
- Adherence to/observation of the standard and principles of the UN.

Proposals submission modality:

The operational and technical part of the Proposal shall contain the documents mentioned in Annex I of the Request for Proposals (*Instruction to Offerors*).

A two-stage procedure shall be utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. Detailed *Technical Evaluation Criteria* are provided in the Annex I, clause 22 of the Request for Proposals (*Instruction to Offerors*).

Only the financial proposals of Offerors satisfying the main criteria will be considered. The contract will be awarded to the Offeror obtaining the highest cumulative score, determined following the formula indicated under Clause 22 of the Annex I of the Request for Proposals (*Instruction to Offerors*).

PRICE SCHEDULE

The Contractor is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section D paragraph 14 (b) of the Instruction to Offerors.

All prices/rates quoted must be exclusive of all taxes, since the UN Women is exempt from taxes as detailed in Section II, Clause 18. '

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

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

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

The format shown on the following pages should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

In addition to the hard copy, if possible please also provide the information on diskette (IBM compatible).

Price Schedule*:					
Ref. RFP: Services for development of awareness concept and strategy and design of information materials for Joint Information					
Description of Activity/Item		No of persons /units	No of days/month /units	Rate per day/month/ unit	Estimated Amount
1.	Remuneration				
1.1	Services in Home office				
1.2	Services in Field				
1.3	Others (please specify)				
	Sub-total				
2.	Out of Pocket Expenses				
2.1	Travel				
2.2	Communications				
2.3	Reproduction and Reports				
2.4	Equipment and other items				
2.5	Others (please specify)				
	Sub-total				
3.	Management cost				
3.1	Specify				
	Sub-total				

*Additional budget details explaining the calculations are welcomed.