

Request for proposal (RFP) for services

Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”

RFP No. **UNOPS-EP-2015-S-009**

Date: 6 April 2015

**Request for proposal
Provision of services for implementation of the information and
advocacy campaign “Bringing European Integrations Closer to the
People in the South East and South West Serbia”
RFP No.UNOPS-EP-2015-S-009**

Section 1: Proposal data

RFP number: RFPUNOPS-EP-2015-S-009
Project: European PROGRES
Procurement official's name: Bozidar Radivojevic
Email: bozidarr@unops.org
Telephone number: +38111 2445-687
Facsimile: +38111 2445-687
Issue date: 6 April 2015

Pre-proposal conference / site visit - not applicable

Date:
Time:
Mode:
Place:

Requests for clarifications due - not applicable

Date:
Time:

UNOPS clarifications to offerors

Responses to requests for clarification shall be communicated to offerors by posting responses on UNOPS web site (www.unops.org), LBHT web site (<http://www.sagradimodom.org>) and EUPROGRES website (www.euprogres.org) under ITB Case No. UNOPS-EP-2015-S-009. Requests for clarification from offerors will not be accepted any later than 4 days before the Deadline for Proposal Submission.

Proposal due

Date: **18 May 2015**
Time: **12:00h, noon, CET (Serbian time zone UTC+01:00)**

Oral presentations – not applicable

Date:
Mode:
Place:

Planned award date

Date: May 2015

Planned contract start date / delivery date (on or before)

Date: June 2015

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Section 2 – RFP letter

UNOPS plans to procure services on implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia” as defined in accordance with these documents. UNOPS now invites sealed proposals from qualified offerors for providing the requirements as defined in the UNOPS Terms of Reference attached hereto. Proposals must be received by UNOPS at the address specified **not later than 12:00h, noon, CET (Serbian time zone UTC+01:00) on 18May 2015.**

This RFP is conducted in accordance with the UNOPS Procurement Manual and all other relevant directives and issuances and can be accessed by following the below link. For clarification on specific issues or to learn more details about procurement at UNOPS offerors are encouraged to consult the UNOPS Procurement Manual. In case of contradictions between this RFP and the UNOPS Procurement Manual, the UNOPS Procurement Manual shall prevail.

<http://www.unops.org/SiteCollectionDocuments/Procurement/UNOPS%20procurement%20manual%20EN.pdf>

This UNOPS RFP consists of six sections and a series of annexes that will be completed by offerors and returned with their proposal:

- RFP section 1: Proposal data sheet
- RFP section 2: RFP letter (this document)
- RFP section 3: Instructions to offerors
- RFP section 4: UNOPS terms of reference/statement of work
- RFP section 5: UNOPS General Conditions of Contract (goods/services/small services)

Annex A	Proposal/no proposal confirmation form
Annex B	Mandatory requirements/pre-qualification criteria
Annex C	Technical proposal submission form
Annex D	Financial proposal submission form
Annex E	UNGM Vendor registration form

Interested offerors may obtain further information by contacting this email address:
srpc.procurement@unops.org

Pre-cleared by:

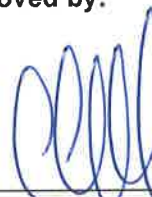
Date: 07/04/2015



Bozidar Radivojevic; Procurement Reviewer

Approved by:

Date:



Graeme Tyndall; UNOPS RSOC Manager

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Section 3: Instructions to offerors

1 Introduction

- 1.1. UNOPS invites qualified firms to submit technical and Financial Proposals to provide services associated with the UNOPS requirement for organisation of the First Campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia” at its UNOPS/European PROGRES programme, Sumatovacka 59, 11 000 Belgrade.
- 1.2. A description of the services required is described in RFP section 4 terms of reference.
- 1.3. UNOPS may, at its discretion, cancel the requirement in part or in whole.
- 1.4. Offerors may withdraw the proposal after submission provided that written notice of withdrawal is received by UNOPS prior to the deadline prescribed for submission of proposals. No proposal may be modified subsequent to the deadline for submission of proposal. No proposal may be withdrawn in the interval between the deadline for submission of proposals and the expiration of the period of proposal validity.
- 1.5. All proposals shall remain valid and open for acceptance for a period of 90 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected. In exceptional circumstances, UNOPS 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.
- 1.6. Effective with the release of this solicitation, all communications must be directed only to UNOPS Procurement Official, Bozidar Radivojevic by email at srpc.procurement@unops.org. Offerors must not communicate with any other personnel of UNOPS regarding this RFP.

2 Cost of proposal

The cost of preparing a proposal, attendance at any pre-proposal conference, meetings or oral presentations shall be borne by the offerors, regardless of the conduct or outcome of the solicitation process. Proposals must offer the services/goods for the total requirement; proposals offering only part of the services/goods will be rejected unless the option of submitting a proposal for any or all lot/s of the requirement has been expressly stated in the terms of reference/statement of work.

3 Eligibility

Offerors must not be associated, or have been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by UNOPS to provide consulting services for the preparation of the design, terms of references, and other documents to be used for the procurement of the services/goods under this Request for Proposal.

All suppliers are expected to embrace the principles of the United Nations Supplier Code of Conduct, given that it originates from the core values of the Charter of the United Nations. UNOPS also expects all its suppliers to adhere to the principles of the United Nations Global Compact.

Offerors must not be under a declaration of ineligibility for corrupt and fraudulent practices published by UNOPS on its website. Offerors must meet the eligibility criteria as published on the UNOPS website.

4 Clarification of solicitation documents

- a. A prospective offeror requiring any clarification of the solicitation documents may notify UNOPS in writing at UNOPS mailing or email address indicated in the RFP by the specified date and time. UNOPS will respond in writing to any request for clarification of the solicitation documents that it receives by the due date outlined on page 1. Written copies of UNOPS response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective offerors that have received the solicitation documents.

If the RFP has been advertised publicly, the results of any clarification exercise (including an explanation of the query but without identifying the source of inquiry) will be posted on the UNOPS website and UNGM.

5 Amendments to solicitation documents

At any time prior to the deadline for submission of proposals, UNOPS 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. For open competitions, all amendments will also be posted on the UNOPS website and UNGM in the tender notice.

In order to afford prospective offerors reasonable time in which to take the amendment into account in preparing their proposals, UNOPS may, at its discretion, extend the deadline for the submission of proposal.

6 Language of Proposals

The proposals prepared by the offeror and all correspondence and documents relating to the proposal exchanged by the offeror and UNOPS, shall be written in English. Supporting documents and printed literature furnished by the offeror may be in another language provided they are accompanied by an appropriate translation of all relevant passages in English. In any such case, for interpretation of the proposal, the translation shall prevail. The sole responsibility for translation and the accuracy thereof shall rest with the offeror.

7 Submission of Proposal

- 7.1. Technical and financial proposals should be submitted simultaneously but in separate sealed envelopes with the RFP reference and the clear description of the proposal (technical or financial) by the date and time stipulated in this document. When submission is in hard copy both inner envelopes should indicate the name and address of the offeror. The first inner envelope should contain the offeror's technical proposal with copies duly marked "original" and "copy". The second inner envelope should include the financial proposal duly identified as such. If the envelopes are not sealed and marked as instructed, UNOPS will assume no responsibility for the misplacement or premature opening of the proposals submitted.

- 7.1.1. Technical proposals should be submitted in one (1) original envelope accompanied by the forms prescribed in this RFP, clearly marked as technical proposal with additional copies and an electronic copy on a CD or a USB stick in MS Word for Windows 2003 or higher format. Technical proposals (both original and copies) must be sealed in a specially marked envelope labelled:

RFP No UNOPS-EP-2015-S-009—Provision of services for implementation of the information and advocacy campaign "Bringing European Integrations Closer to the People in the South East and South West Serbia" –TECHNICAL PROPOSAL- (name and address of offeror)

Financial proposals should be submitted in one (1) original envelope on the form prescribed herein and an electronic copy on a CD or USB stick in MS Excel for Windows 2003 or higher format. Financial proposals should be sealed separately in a specially marked envelope labelled:

DO NOT OPEN! - RFP No UNOPS-EP-2015-S-009 -Provision of services for implementation of the information and advocacy campaign "Bringing European Integrations Closer to the People in the South East and South West Serbia"-
FINANCIAL PROPOSAL- (name and address of offeror)

7.1.2. All proposals will be addressed as follows for mailing:

Procurement Unit, UNOPS/European PROGRES, Sumatovacka 59, 11 000
Belgrade

7.1.3. Offerors should use recycled paper for all printed and photocopied documents related to the submission of this proposal and fulfilment of this contract and shall, whenever practicable, use both sides of the paper. Offerors are encouraged to use green alternatives to bind their proposals instead of binders.

- 7.2. Proposals should be received by the date time and means of submission stipulated in this RFP. Offerors are responsible for ensuring that UNOPS receives their proposal by the due date and time. Proposals received by UNOPS after the due date and time may be rejected.
- 7.3. The "Certificate of Offeror's Eligibility and Authority to Sign Proposal" contained in this RFP must be executed by a representative of offeror who is duly authorized to execute contracts and bind the offeror. Signature on the certificate represents that the offeror has read this RFP, understands it and agrees to be bound by its terms and conditions. The offeror's proposal with any subsequent modifications and counter-proposals, if applicable, shall become an integral part of any resulting contract.

8 Late proposals

Any proposals received by UNOPS after the deadline for submission of proposals prescribed in this document, may be rejected.

9 Clarification of proposals

To assist in the examination, evaluation and comparison of proposals, UNOPS may, at its discretion, ask the offeror for a clarification of its proposal. The request for clarification and the response shall be in writing and no change in the price or substance of the proposal shall be sought, offered or permitted. UNOPS will review minor informalities, errors, clerical mistakes, apparent errors in price and missing documents in accordance with the UNOPS Procurement Manual 8.9 Discussions with vendors.

10 Proposal currencies

All prices shall be quoted in RSD (Republic of Serbia Dinar).

UNOPS reserves the right not to reject any proposals submitted in another currency than the mandatory bidding currency stated above. UNOPS may accept proposals submitted in another currency than stated above if the offeror confirms during clarification of proposals (8) in writing that it will accept a contract issued in the mandatory proposal currency and that for conversion the official United Nations operational rate of exchange of the day of RFP deadline as stated in the RFP letter shall apply.

Regardless of the currency of proposals received, the contract will always be issued and subsequent payments will be made in the mandatory bidding currency above.

11 Mandatory/pre-qualification criteria

- 11.1. The mandatory requirements/pre-qualification criteria have been designed to assure that, to the degree possible in the initial phase of the RFP procurement process, only those offerors with sufficient experience, the financial strength and stability, the demonstrable technical knowledge, the evident ability to satisfy UNOPS requirements and superior customer references for supplying the services envisioned in this RFP will qualify for further consideration. UNOPS reserves the right to verify any information contained in offeror's response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect your evaluation.
- 11.2. Offerors will receive a pass/fail rating in the mandatory requirements/pre-qualification criteria section. In order to be considered for Phase I, offerors must meet all the mandatory requirements/pre-qualification criteria described in this RFP.
- 11.3. The UNOPS General Conditions of Contract for services/goods and the UNOPS contract, as part of this RFP, contain mandatory terms and conditions for offerors' review and acceptance. UNOPS will not entertain any proposed changes to the Non-Negotiable Articles. Offerors are expected to confirm in writing their acceptance of these conditions by completing the mandatory requirements/pre-qualification criteria as provided in Annex B. There will be no negotiation of terms and conditions and contract terms at contract award.

12 Evaluation of technical and financial proposal

12.1. Phase I - Technical proposal (number of points)

- 12.1.1. Only offerors meeting the mandatory criteria will advance to the technical evaluation in which a maximum possible 70 points may be determined. An evaluation committee appointed by UNOPS will carry out the technical evaluation applying the evaluation criteria and point's ratings as listed below. In order to advance beyond Phase I of the

detailed evaluation process to Phase II (financial evaluation) a proposal must have achieved a minimum cumulative average score of 49 points.

	Expertise of Firm / Organization/Consortium submitting Proposal	20 points
	Proposed Approach, Methodology and Work Plan - Understanding of the background - Methodology - Work Plan - Expected outcomes	35 points
	Personnel - Combined qualifications of the team - Proposed team members qualifications	15 points
	TOTAL	70 points

12.2. PHASE II - FINANCIAL PROPOSAL - 30 points

12.2.1. Financial proposals will be evaluated following completion of the technical evaluation. The offeror with the lowest evaluated cost will be awarded 30 points. Financial proposals from other offerors will receive pro-rated points based on the relationship of the offeror's prices to that of the lowest evaluated cost.

12.2.1.1. Formula for computing points:

$$\text{Points} = (A/B) \text{ Financial Points}$$

Example: Offeror A's price is the lowest at \$10.00. Offeror A receives 30 points
 Offeror B's price is \$20.00. Offeror B receives $(\$10.00/\$20.00) \times 30$ points = 15 points

13 Preparation of proposal

- 13.1. The offeror is expected to examine all terms and instructions included in the solicitation documents. Failure to provide all requested information will be at offeror's own risk and may result in rejection of offeror's proposal.
- 13.2. The offeror's proposal must be organized to follow the format of this RFP. Each offeror must respond to every stated request or requirement and indicate that offeror understands and confirms acceptance of UNOPS stated requirements. The offeror should identify any substantive assumption made in preparing its proposal. The deferral of a response to a question or issue to the contract negotiation stage is not acceptable. Any item not specifically addressed in the offeror's proposal will be deemed as accepted by the offeror. The terms "offeror" and "contractor" refer to those companies that submit a proposal pursuant to this RFP.
- 13.3. Where the offeror is presented with a requirement or asked to use a specific approach, the offeror must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Failure to provide an answer to an item will be considered an acceptance of the item. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.
- 13.4. The terms of reference/statement of work in this document provides a general overview of the current operation. If the offeror wishes to propose alternatives or equivalents, the offeror must demonstrate that any such proposed change is equivalent or superior to UNOPS established requirements. Acceptance of such changes is at the sole discretion of UNOPS.

13.5. Proposals must offer services/goods for the total requirement, unless otherwise permitted in the solicitation document. Proposals offering only part of the services/goods may be rejected unless permitted otherwise in the solicitation document.

13.6. Offeror's proposal shall include all of the following labelled annexes:

RFP submission (on or before proposal due date):

As a minimum, offerors shall complete and return the below listed documents (Annexes to this RFP) as an integral part of their proposal. Offerors may add additional documentation to their proposals as they deem appropriate.

Failure to complete and return the below listed documents as part of the proposal may result in proposal rejection.

Part 1 of proposal	Mandatory Requirements/pre-qualification criteria (Annex B hereto)
Part 2 of proposal	<p>Technical Proposal Submission Form (Annex C hereto)</p> <ul style="list-style-type: none"> - Firms expertise - Problem description - Objectives - Expected outcomes - Implementation methodology/approach, including detailed description of campaign channels, tools and activities - Draft proposal for clear and compelling messages - Draft suggestions for the campaign slogan, logo and visual identity - General and specific target audiences for each activity - Partnerships - Time schedule - Monitoring plan with clear and measurable indicators of achievements, and detailed activity plan. - Human resources plan and CVs of proposed team members <p>Note: do not include any information on pricing</p> <p>(see detailed evaluation criteria in relation to the proposal in the evaluation table, Annex C)</p>
Part of proposal	<p>Financial Proposal Submission Form (Annex D hereto)</p> <p>Sealed in a separate envelope</p>
Part of proposal	UNGM Vendor registration form (Annex E hereto)

If after assessing this opportunity you have made the determination not to submit your proposal we would appreciate if you could return this form indicating your reasons for non-participation.

Pre-submission:

Offerors shall complete and return the Proposal/no proposal confirmation form prior to the submission deadline indicating whether they do or do not intend to proposal.

Stand-alone document	Proposal/no proposal confirmation form (Annex A hereto)
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14 Format and signing of proposal

The proposal shall be typed or written in indelible ink and shall be signed by the offeror or a person or persons duly authorized to bind the offeror to the contract. The latter authorization 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.

15 Award

- 15.1. Award will be made to the responsible and responsive offeror with the highest evaluated proposal following negotiation of an acceptable contract. UNOPS reserves the right to conduct negotiations with the vendor regarding the contents of their offer. The award will be in effect only after acceptance by the selected offeror of the terms and conditions and the terms of reference/statement of work. **The contract will reflect the name of the firm whose financials were provided in response to this RFP.**
- 15.2. The selected offeror is expected to commence providing services as of the date and time stipulated in this RFP.

Request for proposal

Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”

RFP No.UNOPS-EP-2015-S-009

Section 4: UNOPS terms of reference

Terms of reference

1. The Background

European PROGRES is a multi-donor Programme, financed by the European Union (EU), the Government of Switzerland and the Government of Serbia, designed to support sustainable development in the South East and South West Serbia. The Programme has been conceptualised jointly with the European Integration Office of the Government of the Republic of Serbia (SEIO), which has responsibility for monitoring implementation and providing assistance and facilitation. The United Nations Office for Project Services (UNOPS) has been granted with an initial budget of 17.46 million Euros and has the overall responsibility for the Programme implementation.

Through a multi-sector approach this Programme will contribute to sustainable development of underdeveloped areas and creation of more favourable environment for infrastructure and business growth by strengthening local governance, improving vertical coordination, planning and management capacities, improving business environment and development, as well as enhancing implementation of social inclusion and employment policies.

The Programme works towards achieving four main results, while good governance principles are interwoven as a cross cutting aspect of the entire intervention:

1. Strengthened local governance, planning and management capacities through introduction of new, or improvement/elimination of existing procedures and processes in line with the principles of good governance
2. Increased competitiveness of local economy through improved business environment and management/organizational capacities of small and medium enterprises/agricultural cooperatives
3. Improved access to employment, offering equal opportunities to both men and women, and social inclusion of the most vulnerable and marginalised groups through development and implementation of local policies resulting in reduced migration from South East and South West Serbia
4. Effects of Serbia's European accession communicated to general public.

The final beneficiaries, but also the key stakeholders and financial contributors of this Programme are 34 municipalities from the third and fourth group of development level , which have responsibility of taking ownership of activities implemented in their territory:

- Novi Pazar, Ivanjica, Nova Varoš, Priboj, Prijepolje, Raška, Sjenica and Tutin, in the South West Serbia
- Prokuplje, Blace, Žitorađa, Kuršumlija in the Toplica District
- Leskovac, Bojnik, Vlasotince, Lebane, Medveđa and Crna Trava in the Jablanica District
- Vranje, Bosilegrad, Bujanovac, Vladičin Han, Preševo, Surdulica and Trgovište in the Pčinja District
- Brus in the Rasina District
- Aleksinac, Gadžin Han, Doljevac, Merošina and Svrljig in the Nišava District
- Babušnica, Bela Palanka in the Pirot District
- Knjaževac in the Zaječar District.

Other beneficiaries include municipality-founded institutions and public utility companies, civil society organisations (CSO) and media in the participating municipalities. It is the inhabitants of the South East and South West Serbia who will feel the biggest benefits of the Programme.

European PROGRES' communications activities are an essential element of the overall efforts to achieve main objective to contribute to sustainable development of underdeveloped areas and creation of more favourable environment for infrastructure and business growth. The Programme Document envisages implementation of two advocacy and awareness campaigns, within the Programme lifetime, to address concrete societal issues in the European PROGRES area, promote European values, inform the wider public in the South East and South West Serbia about Serbia's EU accession process and encourage citizens' action on social, economic and political issues that affect their livelihoods and rights.

The first campaign that will be supported should bring Serbian European integrations process closer to the people, while primarily presenting its economic benefits to the citizens in the South East and South West Serbia. The campaign will also contribute to achieving European PROGRES' cross-cutting objective of raising awareness on the support of the EU, the Government of Switzerland and the Government of Serbia, to the South East and South West Serbia, as well as promotion of European integrations process and European values, which is also an objective of the European PROGRES' Communications Strategy.

1. JUSTIFICATION OF THE INTERVENTION

Like in the rest of Serbia, European integration is an important theme on the public agenda in the South East and South West of the country. Numerous public opinion surveys, however, confirm there is a limited understanding of key aspects of the European integrations process and this reduces support to membership in the European Union (EU). For example, citizens' support to Serbian membership declined by seven percent to 44 percent in December 2014 in comparison with the same period in 2013.¹

Further analysis show that citizens do not know enough about the benefits of the EU membership. Research sponsored by the European Integration Office of the Republic of Serbia (SEIO) shows that one third of citizens who would vote against membership stated that the main reason for their decision is that they believed they would live worse in the EU.² In addition, the majority of citizens believe that Russia and China are the largest donors to Serbia and put the EU only on the third place. This contradicts the official figures that show that the EU and its member states, with more than 3.5 billion Euros worth of grants, represent the biggest donor (73.62% of all donations), over the past 13 years.³

Public opinion survey from September 2014 showed that almost 50 percent of citizens felt they were not well informed about the EU. The largest number of respondents, 33% of them, would like to learn more about effects that the accession process would have on economic situation and living standard.⁴

These trends are influenced by several major reasons. First, communication related to the EU integration is based on use of administrative and bureaucratic language. Second, media generally have limited knowledge of media about the accession and predominantly apply administrative language, burdened with clichés that prevent ordinary citizen to determine how EU accession will affect their lives. In addition, citizens' perceptions are strongly influenced by political issues, such as Belgrade-Priština talks, and hence it will be important to de link as much as possible, developmental aspects of accession and membership from politics.

¹SEIO (2015) *European Orientation of the Serbian Citizens: Public Opinion Poll December 2014* [Online] Available at: http://www.seio.gov.rs/upload/documents/nacionalna_dokumenta/istrazivanja_javnog_mnjenja/opinionio_poll_dec_14.pdf (Accessed on 11 February 2015)

²Same

³Same

⁴TNS Media Gallup (2014) *Stavovigrađana Srbijeprema EU integracijama- Ispitivanje javnog mnjenja (kraj septembra 2014)* [Online] Available at: http://europa.rs/files/201412_Opinion_poll.pdf (Accessed on 25 March 2015)

The Programme also identified that there is also a need to communicate more strongly the contribution of the Government of Switzerland to Serbia, knowing that this country is among the main bilateral donors and one of the key supporters of the South East and South West Serbia. With support of 132 million Euros Switzerland was the eight in the donor ranking, while this is not at all recognised among the citizens.⁵

While following framework provided by the Communications Strategy for the Accession of the Republic of Serbia to the European Union⁶, and in line with the Programme Document, European PROGRES will support implementation of the campaign with objective to bring European Integrations closer to the people in the South East and South West Serbia.

2. OBJECTIVES OF THE INTERVENTION

The long-term objective of the campaign is to enable the citizens in the municipalities participating in the European PROGRES to be well informed about the specifics of the Serbia's accession to the European Union.

The specific objectives of the campaign are to raise awareness of:

- Economic benefits for ordinary citizens of the European integrations
- Local self-governments (LSGs) about their role and responsibilities in the European integration process
- European donors' support to the South East and South West Serbia
- The selected European values, which should be a cross-cutting theme throughout campaign

In addition to the above, the campaign should tackle some of the main stereotypes about the EU accession.

3. AREA AND TARGET AUDIENCES

In geographical terms, the campaign will be focussed on 34 municipalities participating in the European PROGRES implementation.

The three main target groups have been identified:

- Media - As the key channel of communication between the decision makers and the ordinary citizens, media have the role of informing, but also to educate and entertain. Furthermore, they are the most important 'multipliers' of information and as such are instrumental to reach citizens. As local media often report for the national news, campaign activities targeting this specific group would have multiplier effect.
- Local officials and employees within local self-governments – They play important role in implementing the reforms at the regional and local level. In addition they are significant beneficiaries of the European funds. The campaign should enhance their capacities to implement the reforms, absorb the EU funds, ensure that the new regulations are being properly enforced and be carriers in establishment of more efficient, transparent and modern system of services towards the citizens.
- Youth - A group that will have the most benefits of the European integration, which has the potential to contribute to spreading the key messages about the integrations' process, and potentially impact other target audiences, with their creative and diverse activities. The youth will be the main "carriers" of the reforms in the near future and it is important they understand European values and the accession process. Furthermore, as per the SEIO research, the biggest number of Euro-sceptics are among youth⁷, which shows why this campaign should focus on ensuring the members of this group understand the benefits of the European integrations.

⁵SEIO (2015) *European Orientation of the Serbian Citizens: Public Opinion Poll December 2014* [Online] Available at: http://www.seio.gov.rs/upload/documents/nacionalna_dokumenta/istrazivanja_javnog_mnjenja/opinion_poll_dec_14.pdf (Accessed on 11 February 2015)

⁶SEIO (2011) *The Communications Strategy for the Accession of the Republic of Serbia to the European Union* [Online] Available at: http://www.seio.gov.rs/upload/documents/nacionalna_dokumenta/communication_strategy_2011.pdf (Accessed on 25 March 2015)

⁷SEIO (2014) *Opinion Poll on Citizens' Attitudes towards Serbia's European Integration Process* [Online] Available at: <http://www.seio.gov.rs/news.101.html?newsid=1777> (Accessed on 24 August 2014)

Besides these three main target groups, the campaign will raise awareness among the secondary target groups such as the general population in 34 municipalities, business communities, agriculture producers and marginalised and vulnerable communities to help them make an informed choice when forming an opinion about Serbia's European integration process.

4. THEMES AND MESSAGES

The campaign will focus on the themes relevant for the target audiences, which present clear benefits of the European integrations. It should avoid political and administrative language and apply adjusted communication thus tackling issues that (will) impact everyday lives. Furthermore, the campaign will in some aspects increase capacities of the main target groups to be able to independently carry out the communication about the European integrations benefits to the wider audiences.

During the campaign preparation, a set of simple and concise messages will be developed. The umbrella messages should communicate:

- That European Union is the largest trade partner to Serbia. Companies from the European Union are the leading investors in Serbia.
- That Europe (and the EU) is the biggest donor to Serbia
- Switzerland is one of the largest bilateral donors to Serbia.

5. TECHNICAL PROPOSAL OF THE BID

Comprehensive plan for the implementation of the campaign **should be submitted within the technical proposal** of the bid. As a minimum, the plan must contain the following sections:

- Problem description
- Objectives
- Expected outcomes
- Implementation methodology/approach, including detailed description of campaign channels, tools and activities
- Draft proposal for clear and compelling messages
- Draft suggestions for the **campaign slogan, logo and visual identity**
- General and specific target audiences for each activity
- Partnerships
- Human resources plan
- Time schedule
- Monitoring plan with clear and measurable indicators of achievements, and detailed activity plan.

Applicants are strongly encouraged to follow the suggested order of sections within the technical proposal.

6. OUTPUTS

The following outputs must be delivered during the campaign implementation. The outputs should be elaborated within the plan for the implementation of the campaign:

- Simple, distinctive and memorable suggestions for the **campaign slogan, logo and visual identity**, promoting European integration process and its benefits for the Serbian citizens, as well as European values. The visuals, slogan and logo could, but not limited to, build on the EU PROGRES' campaign "Europe That Is You" implemented during 2013 <http://www.euprogres.org/vest.php?id=363>

The European PROGRES reserves the right to request modifications of the suggested messages, slogan, logo and visual identity and must approve the final versions.

- Development, production and distribution of at least the following campaign **promotional items and publications**:
 - Factsheet (minimum quantity: 5,000)
 - Leaflet (minimum quantity: 15,000)
 - Brochure/publication (minimum quantity: 2,000)
 - Posters (minimum quantity: 500)
 - Other means of indoor and outdoor visual communications.

The European PROGRES will be involved in the process of development of design and content of specific items and must approve the final versions before production. Graphic solutions of all promotional items and publications in appropriate (preferably vector) format must be provided to the Programme. Minimal technical requirements for the printed materials: Poster, full colour, process CMYK, 170 g matte kunstdruck, matte water-based varnish; Leaflet 250 gr matte, full colour, process CMYK, matte plastificated on both sides, folded.

The offer should indicate where and how the promotional materials and publications would be distributed.

- **Production of audio visual materials;**
 - Minimum one **short film**, of minimum three and maximum ten minutes long, about Serbia's European integrations and its benefits for the citizens, and/or successful EU and/or Swiss funded projects in Serbia. The offer should provide suggestions where and how the film(s) will be distributed and promoted (whether is that for social media use or other).
 - **TV spot and radio jingle** contributing to campaign objectives, to be distributed to local and regional media for broadcast.

The TV spot and radio jingle must be distributed to local, regional and national media free of charge for broadcast. The same may apply for the short film(s).

- **Media component of the campaign** targeting local and regional media in at least 25 municipalities and at least five national media and contributing to campaign objectives.
 - At least two seminars - one seminar for minimum 20 journalists in the South East Serbia and one seminar for at least 15 journalists in the South West Serbia that should result in enhanced media understanding of EU accession, available funds and projects. The seminars should include journalists from the national media as well. Each seminar should last at least two days, and must be organised in a location providing high quality venues and accommodation, with access to Internet and conference facilities, preferably in or near the European PROGRES' area of responsibility, or maximum 100 kilometres away from the nearest European PROGRES' municipality. The choice of venue must be agreed with European PROGRES prior booking. The service provider must cover all costs of the organisation of the above events - full board accommodation, transportation, venue, working materials, etc.

The seminars must be specifically tailored as per the needs of the local and regional media having in mind their technological underdevelopment, and the lack of resources and capacities.

As a follow-up, there should be at least ten media reports prepared and published in the South East Serbia, ten in the South West Serbia and at least five in the national media in three months after the seminar, operationalising the topics covered.
 - Organisation of media study tours would be an advantage. The potential service providers are welcome to give suggestions within the technical proposal.
 - Specifically produced audio and/or video programmes, open talk shows, quizzes, written materials and/or advertisements targeting general population of at least 25 municipalities and contributing to the campaign objectives. Special programmes on national media will be an advantage.
 - Organisation of at least six press statements and/or interviews, which will be used to inspire the media to report about the campaign.
 - The above noted media component activities must include cooperation with:
 - At least five TVs, four radio stations, two web portals, and three print media from the European PROGRES' South East Serbia municipalities
 - At least three TVs, two radio stations, one web portal, and one print outlet covering the territory of at least six European PROGRES South West Serbia municipalities.
 - At least five reports/features about the campaign on two or more national TVs in Serbia.

This component of the campaign should generate coverage of at least 60 media pieces. The European PROGRES will assist in the development of specific programmes or materials and approve the final versions.

Distribution of TV spot and radio jingle to local media in European PROGRES' area ensuring that they are broadcast regularly, on at least five TV and five radio stations.

- **Online communication** activities contributing to specific campaign objectives and targeting various target groups defined in the Section 4 of the ToR. The online communication should include website and various social media activities.
- **Public events** in at least six European PROGRES' municipalities (four in the South East and three in the South West Serbia) of the same or different format, contributing to the specific objectives of the campaign and focussing on marking the Europe Day and raising of awareness of the EU and the Swiss donor support to the South East and South West Serbia. The events must directly involve minimum 200 persons of general population of all target groups defined in the Section 4 of the ToR. The events must include, but not be limited to the street performances, marking of the relevant international days, public art competitions, and other functions ensuring adequate dissemination of information to all campaign target groups and thematically covering all campaign messages. The service provider must cover all costs of the organisation of the above events including those that require simultaneous translation.

At least one such public event should be organised in the first half of May 2016, preferably on 9 May.⁸

Each of these events must generate at least ten reports in the national and 30 reports in the regional and local media. The European PROGRES will attend events and encourage participation of relevant audiences.

- Outline of at least four **activities/events targeted at municipal administrations/officials**, which will result in enhanced knowledge about responsibilities of the local self-governments with regard to accession process as well as about EU pre-accession instruments. At least one high profile event must involve municipal leaders with the objective to raise their awareness about their responsibilities in regards to the European integrations, while other three events, equally covering the geographic Area of Responsibility, should target other municipal staff who play important role in integration process. Possible actions could include, but not be limited to, seminars, workshops, promotional events, etc. It is highly desirable to ensure participation of relevant representatives of the Government who could contribute to effectiveness of events.

At least 100 officials, from all municipalities taking part in the European PROGRES, should benefit from this activity.

The service provider must cover all costs of the organisation of above events.

- At least seven functions such as, but not limited to, lectures, events, study tours, competitions and/or exhibitions aimed at **youth and students**, which bring closer specific EU issues, such as education, science, culture, sports and similar. These activities should initiate the youth to think how they can contribute to the development of their local communities. Some specific events/activities should be tailored to fit the different needs of specific subgroups, such as youth who love sports, or youth interested in art. There should be an even distribution of events between the South East and South West municipalities, while particular efforts should be invested to engage faculties operating in the European PROGRES' area. At least one lecture must be held at the Department of the

⁸ The event must include street activities, in one of the European PROGRES' municipalities, and other functions such as, but not limited to, quizzes, workshops, lectures, seminars, public meetings, competitions, and similar and should ensure adequate dissemination of information to all target groups of the campaign and thematically cover all campaign messages.

Subotica Faculty of Economics in Bujanovac in Fall 2015, and at least one lecture at the State University of Novi Pazar. The approach taken should ensure good understanding of at least 250 beneficiaries among the target audience.

The service provider must cover all costs of the organisation of above events.

- Production and distribution of at least one publication to be used to promote aspects of the EU accession as well as European donors' support, and/or publication that could add value to the SEIO, the DEU or the Swiss overall communication efforts.
- The final report presenting and analysing effects of the conducted activities, with particular emphasis on outcomes, recommendations, outputs, potential impact of implemented activities, lessons learned, risks encountered, recommendations for similar campaigns in the future, detailed insight into achieved publicity, in a clear and easily understandable format previously agreed with European PROGRES, must be submitted 30 days after the completion of the last activity, and minimum five days prior to the expiration of the contract.

The proposal must clearly outline how each output will approach participation of marginalised and vulnerable communities.

7. ACTIVITIES

- Get in depth understanding of the European PROGRES' Programme Document
- Conduct research to understand challenges of the EU accession in the South East and South West Serbia
- Meeting with the selected European PROGRES' staff in one of the Programme offices⁹, within preparations of activities, in order to fully understand the aim of the campaign. The consultation process may include meetings with the Serbian European Integration Office (SEIO), Delegation of the European Union to the Republic of Serbia (DEU), Swiss Agency for Development and Cooperation (SDC), the Cabinet of the Minister without Portfolio Responsible for European Integrations, EU Info Centre or other relevant partners upon request from the European PROGRES
- Finalise comprehensive plan for the Campaign contributing to the specific objectives
- Establish regular cooperation and coordination with the campaign stakeholders, including local self-governments (LSGs), civil society and media. Ensure engagement of aforementioned stakeholders, as appropriate.
- Produce memorable, distinctive and simple slogans, logo and visual identity
- Develop and implement media component of the campaign
- Develop and produce promotional items and publications that contribute to campaign objectives
- Organise public events, seminars, competitions and other functions as per description in the Section 7 of this ToR
- Maintain regular communication with the European PROGRES throughout the implementation of activities. Agree monthly work plans with the European PROGRES throughout the implementation of the activities and communicate with the Programme on daily basis
- Provide relevant project materials in electronic format, and possibly hard copies, as per agreement with the European PROGRES

⁹Belgrade, Niš, Novi Pazar or Vranje

- Publicise and promote the work done within the campaign through media, social networks, European PROGRES and other stakeholders' websites, and other channels as appropriate
- Ensure appropriate visibility for the Programme and especially its donors: the European Union and the Governments of Switzerland and the Republic of Serbia, throughout the implementation of activities and in accordance with the guidelines that will be provided by European PROGRES.

8. INPUTS

Contribution from the Programme

- The European PROGRES will be involved in development, fine-tuning, approval and implementation of the campaign elements. The consultations may include meetings with the Serbian European Integration Office as well as the Programme donors
- The Programme staff will strive to participate in the key activities, and will advocate for participation of the relevant stakeholders in the selected activities
- The European PROGRES will provide communications/PR support for the implementation of the campaign
- The European PROGRES will make available all communications material produced by its predecessor EU PROGRES, including video material, photographs, texts etc.

European PROGRES will provide tax exemption forms to the Contractor. The third party contractors, such as hotels, media houses, etc., cannot be tax exempt.

Service provider's input

The selected service provider must have proven expertise and experience in:

- Implementation of awareness raising and advocacy campaigns
- Public relations and advocacy
- Communication work
- Project management work.

It is desirable that the selected service provider have proven expertise and experience in:

- European Union issues and European values
- Projects funded by the EU or promoting the EU.

The applicant shall provide the CV of the team leader and those of at least three core experts that will be engaged in the intervention. The team leader must have a minimum of a master degree in a discipline relevant to required expertise above mentioned and at least ten years of experience. He or she would be directly responsible for the delivery of the expected results, and should be able to be involved in a minimum of 30% of activities defined by this ToR.

Within the technical proposal, the applicant must provide at least three recommendation letters for the similar projects implemented.

9. MONITORING AND REPORTING

The following reports will be expected from the service provider:

- Inception report within one month of the signing of the contract
- Monthly progress reports (after the first month and thereafter), at the latest by 29th of each month - in English
- Reports on the conduct of particular campaign activities described in the section Outputs, at the latest five days upon completion of an activity - in English
- The report on the implementation of the media component of the campaign must include a detailed overview of achieved media coverage with qualitative and quantitative analysis.
- Texts on the particular campaign activities ready for European PROGRES website, at the latest 24 hours upon completion of an activity – in Serbian
- The final report assessing and analysing effects of the conducted activities, with particular emphasis on outcomes and recommendations, outputs, potential impact of implemented activities, lessons learned, risks encountered, recommendations for similar campaigns in the future, detailed insight into achieved publicity, in a clear and easily understandable format

previously agreed with European PROGRES, at the latest 30 days after the completion of the last activity but minimum five days prior to expiration of the contract – in English

- The European PROGRES will monitor implementation, and provide technical and programmatic advice as necessary
- All reports must be submitted in English language, while the campaign should be implemented in Serbian, and for the specific activities targeting municipalities with majority of Albanian citizens the service provider must provide translation or conduct the activities in Albanian language.

The service provider can be evaluated at any time during the campaign implementation.

The data collected, analysis, developed design and materials and reports will remain the intellectual property of UNOPS, the organisation implementing European PROGRES.

10. GENERAL CONDITIONS

a. Intervention limitations

- It is necessary to ensure, to the extent possible, balanced geographic distribution of specific campaign activities between 34 municipalities.

b. Partnerships

- Consortium including civil society organizations and public relations experts registered and with the seat in the South East and South West Serbia is encouraged
- Good quality speakers should be engaged for public events
- Local celebrities should be considered for promotional events

c. Language

- The campaign will be implemented in the Serbian language. In European PROGRES municipalities with significant Albanian population, a part of the campaign materials should be provided in their mother tongue.
- For specific events that involve the participation of donors or other non-Serbian speaking participants, the service provider must ensure simultaneous or consecutive translation
- The language for communication between the service provider and European PROGRES will predominantly be English. All reports must be provided in English.

d. Timeframe

- Indicative campaign implementation start date is mid June/July 2015. The campaign should last 12 months.
- The campaign slogan, logo, visual identity and messages should be finalised three weeks after signing of the Services Contract.

Request for proposal**Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”****RFP No.UNOPS-EP-2015-S-009****Section 5: UNOPSGeneral Conditions of Contract for Services**

In the event of an order, the UNOPS General Conditions of Contract will apply. The conditions are available at: <http://www.unops.org/english/Opportunities/suppliers/how-we-procure/Pages/default.aspx> under “Opportunities” > “Suppliers” > “How we procure” > “UNOPS General Conditions for Goods” / “UNOPS General Conditions for Contracts for Professional Services” / “UNOPS Conditions of Services – For contracts of a value less than USD 50,000”. If your company is unable to access the document, please send an email request to: srpc.procurement@unops.org UNOPS General Conditions of Contract will be sent to you electronically.

**Request for proposal
Provision of services for implementation of the information and
advocacy campaign “Bringing European Integrations Closer to the
People in the South East and South West Serbia”
RFP No.UNOPS-EP-2015-S-009**

Section 6: UNOPS Contract form for services

Attached

ANNEX A**Request for proposal****Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”
RFP No.UNOPS-EP-2015-S-009****Proposal/no proposal confirmation form**

If after assessing this opportunity you have made the determination not to submit your proposal we would appreciate if you could return this form indicating your reasons for non-participation.

Date:

To: UNOPS
PROCUREMENT UNITFax/email +381(0)112435-703
Srcp.procurement@unops.orgFrom: _____

Subject RFPUNOPS-EP-2015-S-009

YES, we intend to submit an offer.

NO, we are unable to submit a proposal in response to the above mentioned Request for

Proposal due to the reason(s) listed below:

- The requested products are not within our range of services/supply
- We are unable to submit a competitive offer for the requested products at the moment
- The requested products are not available at the moment
- We cannot meet the requested terms of reference
- We cannot offer the requested type of packing
- We can only offer FCA prices
- The information provided for quotation purposes is insufficient
- Your RFP is too complicated
- Insufficient time is allowed to prepare a quotation
- We cannot meet the delivery requirements
- We cannot adhere to your terms and conditions (please specify: payment terms, request for performance security, etc.)
- We do not export
- Our production capacity is currently full
- We are closed during the holiday season
- We had to give priority to other clients' requests
- We do not sell directly but through distributors
- We have no after-sales service available
- The person handling the proposals is away from the office
- Other (please provide reasons) _____
- We would like to receive future RFPs for this type of services/goods
- We don't want to receive RFPs for this type of services/goods

If UNOPS has questions to the offeror concerning this NO PROPOSAL, UNOPS should contact Mr./Ms. _____, phone/email _____, who will be able to assist.

ANNEX B

Request for proposal

Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”

RFP No.UNOPS-EP-2015-S-009

Mandatory requirements/pre-qualification criteria

Offerors are requested to complete this form and return it as part of their submission.

Offerors will receive a pass/fail rating on this section. In order to be considered for Phase I, offerors must meet all the mandatory criteria described below. All questions should be answered on this form or an exact duplicate thereof. UNOPS reserves the right to verify any information contained in offeror’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect your evaluation.

	Mandatory requirements/pre-qualification criteria	Meets (Yes/NO)	Supporting documents/information
1	Offer submitted before the deadline.	Yes/No	
2	Technical and financial offers submitted in separate sealed envelopes	Yes/No	
3	Proposal submitted in English language	Yes/No	
4	Proposal submission form is completed correctly and has been properly signed.	Yes/No	
5	The offer validity is in accordance with the requirements (see Section 3 Introduction).	Yes/No	
6	Offeror meets the eligibility criteria as described in the “Eligibility” paragraph of Section 3 of this tender.	Yes/No	
7	Offeror has registered on UNGM at basic level and has requested to be registered in UNGM at Level 2 with UNOPS.	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
8	3 (three) similar contracts (information and/or advocacy campaigns) executed successfully during the last 10 years. Reference letters or adequate proofs to be provided.	Reference #1: Reference #2: Reference #3:	<i>Please make exact reference to where in your proposal this information can be located.</i>
9	The Offeror should be in continuous business for minimum 3 (three) years. Document from Serbian Business Registers Agency to be provided. Document should not be older than 6 months from the date of the proposal.	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
10	Minimum RSD 3,000,000.00 (Three Million Republic of Serbia Dinar) of total turnover within the last 3 years. Financial statements and solvency reports for last 3	Yes/No	<i>Please make exact reference to where in your proposal this information</i>

	years to be provided		<i>can be located.</i>
11	Tax administration receipts that the company paid all local and national taxes to be provided. Document should not be older than 6 months from the date of the proposal.	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
12	Full acceptance of UNOPS General Conditions (for Professional Services) and UNOPS Contract for Professional Services	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
13	Proposed work plan and detailed methodology/approach provided	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
14	Proposed campaign slogan, logo and visual identity provided	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
15	Time schedule and manpower estimate to be provided	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>
16	CV of Team Leader and Team Members provided	Yes/No	<i>Please make exact reference to where in your proposal this information can be located.</i>

ANNEX C

Request for proposal

Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”

RFP No.UNOPS-EP-2015-S-009

Technical proposal submission form

- a. This Technical Proposal Submission Form must be completed in its entirety.
- b. This Technical Proposal Submission Form consists of this cover page, the Certificate of Offeror's Eligibility and Authority to sign Proposal and the Technical Proposal itself.
- c. The entire Technical Proposal and all required and optional documentation related to the technical competent of the proposal must be placed in an envelope pre-addressed and marked:
 RFP No (UNOPS-EP-2015-S-009) - (description of requirement) – Technical proposal- (name and address of Offeror)
 If submitted by email, the email subject line should read:
 RFP No (UNOPS-EP-2015-S-009) - (Name of Offeror) - Technical proposal
- d. The Technical Proposal envelope / the Technical Proposal email is herewith submitted in accordance with the instructions given in the request for proposal.
- e. The completed and signed Technical Proposal Submission Form, together with the mandatory requirements / pre-qualification criteria document completed by me (Appendix 1 to this offer), together with any other supporting documentation submitted in accordance with this RFP and/or voluntarily constitutes the offeror's Technical Proposal and fully responds to the request for proposal No (UNOPS-EP-2015-S-009)

Offeror Eligibility Confirmation and Information	Offeror's Response
1. What year was your firm/organization established?	
2. In what province/state/country is your firm/organization established?	
3. Has your firm/organization ever filed or petitioned for bankruptcy? (If YES, explain in detail the reasons why, filing date, and current status.)	Yes _____; No _____
4. Have you ever been terminated for non-performance on a contract? If YES, describe in detail.	Yes _____; No _____
5. Have you ever been suspended or debarred by any government, a UN agency or other international organization? If YES, provide details, including date of reinstatement, if applicable.	
6. It is UNOPS policy to require that offerors and their sub-contractors observe the highest standard of ethics during the selection and execution of contracts. In this context, any action taken by a offeror or a sub-contractor to influence the selection process or contract execution for undue advantage is improper. In pursuance of this policy, UNOPS:	Confirm Yes _____; No _____

Offeror Eligibility Confirmation and Information	Offeror's Response
<p>(a) defines, for the purposes of this provision, the terms set forth below as follows:</p> <p>(i) "corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;</p> <p>(ii) "fraudulent practice" is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;</p> <p>(iii) "collusive practices" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;</p> <p>(iv) "coercive practices" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;</p> <p>(v) "obstructive practice" is</p> <p>(aa) deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a Bank investigation into allegations of a corrupt, fraudulent, coercive, or collusive practice; and/or threatening, harassing, or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or</p> <p>(bb) acts intended to materially impede the exercise of UNOPS' inspection and audit rights.</p> <p>Confirm that the offeror and its sub-contractors have not engaged in any corrupt, fraudulent, collusive, coercive or obstructive practices in competing for this solicitation.</p>	
<p>7. Officials not to benefit: Confirm that no official of UNOPS has received or will be offered by the offeror or its sub-contractors, any direct or indirect benefit arising from this solicitation or any resulting contracts.</p>	Confirm Yes _____; No _____
<p>8. Confirm that the offeror is not engaged in any activity that would put it, if selected for this assignment, in a conflict of interest with UNOPS.</p>	Confirm Yes _____; No _____
<p>9. Confirm that the offeror and your sub-contractors have not been associated, or had been involved in any way, directly or indirectly, with the preparation of the design, terms of references and / or other documents used as a part of this solicitation.</p>	Confirm Yes _____; No _____
<p>10. UNOPS policy restricts companies from bidding on or receiving UNOPS contracts if a UNOPS staff member or their immediate family are an owner, officer, partner or board member or in which the staff member or their immediate family has a financial interest. Confirm that no UNOPS staff member or their immediate family are an owner, officer, partner or board member or have a financial interest in either the offeror or its sub-contractors.</p>	Confirm Yes _____; No _____

I, _____, certify that I am _____ of _____; that by signing this Proposal for and on behalf of _____ I am certifying that all information contained herein is accurate and truthful and that the signing of this Proposal is within the scope of my powers.

I, by signing this Proposal, commit my Offer to be bound by this Technical Proposal for carrying out the range of services as specified in the solicitation package.

(Signature) (Seal)

(Printed Name and Title)

(Date)

Provide the name and contact information for the primary contact from your company for this solicitation:

Name:

Title:

Address:

Telephone Number

Fax Number:

Email Address:

Technical proposal submission form

The offeror's proposal must be organized to follow the format of this RFP. Each offeror must respond to every stated request or requirement and indicate that offeror confirms acceptance of and understands UNOPS stated requirements. The offeror should identify any substantive assumption made in preparing its proposal. The deferral of a response to a question or issue to the contract negotiation stage is not acceptable. Any item not specifically addressed in the offeror's proposal will be deemed as accepted by the offeror. The terms "offeror" and "contractor" refer to those companies that submit a proposal pursuant to this RFP.

Where the offeror is presented with a requirement or asked to use a specific approach, the offeror must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Failure to provide an answer to an item will be considered an acceptance of the item. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive. Where a statement of non-compliance is provided, the offeror must indicate its reasons and explain its proposed alternative, if applicable, and the advantages and disadvantages to UNOPS of such proposal.

Section		Offerors response
1.	Expertise of Firm/Organization/Consortium submitting Proposal (maximum 20 points)	
Q1.1.	Experience of the organisation, general organizational capability and reputation of the firm which is likely to affect implementation of the campaign (description of the firm and background material to be provided): <ul style="list-style-type: none"> • One company with at least 3 years of experience in similar activities since registration date and at least 3 similar projects - 2 points • Consortium between two reputable companies or reputable leading company and NGO with at least 3 years of experience in similar activities since registration date and at least 3 similar projects - 3 points • More than 3 years of experience in similar activities since registration date or more than 3 similar projects will carry 1 additional point for each year or project. Up to maximum of 5 points (maximum 5 points)	
Q1.2.	Specialized knowledge, proven expertise and experience of the company in the following areas: <ul style="list-style-type: none"> • Specialisation and experience in communications, public relations and advocacy - 2 points • Specialisation and experience in European union issues and European values - 2 points • Project management - 1 point (maximum 5 points)	
Q1.3.	Previous experience on similar projects <ul style="list-style-type: none"> • Minimum 3 awareness raising campaigns - 2 points • More than 3 awareness raising campaigns will carry 1 additional point for each campaign up to maximum 4 points • 1 additional point for each awareness raising campaign (out of all campaigns) which directly dealt with European issues – up to maximum of 2 points (maximum 6 points)	

Section		Offerors response
Q1.4.	Previous experience on information and advocacy campaigns in the geographic region (Republic of Serbia and Western Balkans): <ul style="list-style-type: none"> • Experience in South East and South West Serbia (34 municipalities where European PROGRES programme operates) - 4 points • Experience in Republic of Serbia other than South East and South West - 3 points • Experience in Western Balkans countries without Republic of Serbia - 1 point (maximum 4 points)	
2.	Proposed Work Plan and Approach(maximum 35 points)	
Q2.1.	Demonstrate solid understanding of the background and the need for increasing communication about European integration issues (maximum 3 points)	
Q2.2.	Quality (creativity, effectiveness and appropriateness) of the suggested campaign slogan, logo and visual identity (maximum 12 points)	
Q2.3.	Expected outcomes well described within the proposal and they are furthermore realistic, achievable and contribute to desired objectives (maximum 7 points)	
Q2.4.	Proposed methodology is appropriate, realistic, feasible, effective and promise efficient implementation of the campaign (maximum 8 points)	
Q2.5.	Time schedule and manpower estimates well prepared and presented in a clear and understandable manner (maximum 5 points)	
3.	Personnel(maximum 15 points)	
Q3.1.	Qualifications of the combined expertise of the proposed team consisted of Team Leader, three Team Members/Core Experts and all other supporting personnel including their previous experience working as a team - 5points	
Q3.2.	Team Leader The team leader must have a minimum of a master degree in a discipline relevant to required expertise and at least 10 years of relevant professional experience. He or she would be directly responsible for the delivery of the expected results, and should be able to be involved in a minimum of 30% of activities defined by this ToR. This will carry 2 points More than 10 years of relevant professional experience will carry 1 additional point for each year of experience up to maximum 4points Maximum 4points	
Q3.3.	Previous experience on information and advocacy campaigns in the region (Republic of Serbia and Western Balkans) of the Team Leader and/or Team Members: <ul style="list-style-type: none"> • Experience in South East and South West Serbia (34 municipalities where European PROGRES programme operates) - 6 points • Experience in Republic of Serbia other than South East and South West - 4points 	

Section		Offerors response
	<ul style="list-style-type: none">• Experience in Western Balkans countries without Republic of Serbia - 2 points (maximum 6 points)	

ANNEX D

Request for proposal Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia” RFP No.UNOPS-EP-2015-S-009

Financial proposal submission form

- a. This Financial Proposal Submission Form must be completed in its entirety.
- b. Financial proposals must be submitted in: RSD (Republic of Serbia Dinar)
- c. The entire Price Proposal must be placed in a separate envelope pre-addressed and marked:

Do not open! - RFP No UNOPS-EP-2015-S-009 - Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia” – Financial proposal- name and address of offeror.

- d. The completed Financial Proposal Submission Form constitutes Offeror’s Financial Proposal and fully responds to Request for Proposal No**Error! Reference source not found.** I commit my Offer to be bound by this Financial Proposal for carrying out the range of services as specified in the solicitation package.

In compliance with this RFP the undersigned, propose to furnish all labour, materials and equipment in order to provide goods and services as stipulated in the RFP. This shall be done at the price set in this Schedule and in accordance with the Contract terms in this RFP.

_____	_____
(Signature)	(Name)
_____	_____
(Name of offeror)	
_____	_____
(Date)	(Address)
_____	_____
(Telephone No.)	(Fax No.)

(Email address)	

Financial proposal submission form

Currency: Republic of Serbia Dinar (RSD)

Name(s) of consultant(s) (a)	Number of working days (b)	Daily fee (c)	Daily subsistence allowance (d)	Total (e)=(b)x((c)+(d))
SUB TOTAL:				

International/National travels (a)	Quantity (b)	Cost (c)	Currency (RSD)	Total (e)=(b)x(c)
SUB TOTAL:				

Other Costs (description)	Cost (lump-sum)
Production of promotional items and publications	
Production of audio visual materials	
Media component of the campaign	
Online communication activities	
Organisation of public events	
Organisation of activities/events targeted at municipal administrations/officials	
Organisation of activities aimed at youth and students	
Any other costs	
SUB TOTAL:	

GRAND TOTAL:	
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ANNEX E

Request for proposal

Provision of services for implementation of the information and advocacy campaign “Bringing European Integrations Closer to the People in the South East and South West Serbia”

RFP No.UNOPS-EP-2015-S-009

UNGM vendor registration form

As part of the proposal, it is desired that the offeror goes to the United Nations Global Marketplace (UNGM) registration website:<https://www.ungm.org/Registration/RegisterSupplier.aspx> and fills out the registration. If the offeror is already registered with UNGM, please provide your UNGM registration number (_____). Please ensure that your firm’s information on UNGM is current.

Offerors need to familiarise themselves with the United Nations Supplier Code of Conduct. UNOPS encourages all suppliers to subscribe to the United Nations Global Compact.

The offeror may still proposal even if not registered with the UNGM. However, if the offeror is selected for contract award, the offeror must register on the UNGM prior to contract signature.



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