



Request for Proposals (RFP): Communication and PR Services

RFP Number: UN WOMEN-2018-003

Issuance Date: 17.08.2018

Deadline for Offers: 03.09.2018

Description: **Communication and PR Services**

For: National Association of ICT Companies (ATIC)

Funded By: UN Women

Issued by: National Association of ICT Companies (ATIC)

ATIC Point of Contact: vbordei@ict.md, contact person Viorica Bordei, Communication Consultant within ATIC.

Section 1: Instructions to Offerors

1.1. Introduction:

The National Association of ICT Companies (ATIC) is soliciting proposals from eligible and responsible organizations regarding **to Communication and PR Services**, as described below in Section 1 (Instruction to Offerors).

With an experience of 12 years in the associative sector, ATIC is committed to raise the competitiveness of the ICT sector through a large range of interventions and initiatives aimed at developing the human capital for ICT, supporting the tech entrepreneurship and development of innovative products and services, strengthening the market and promoting the local IT services and products. Amongst the largest projects implemented by ATIC with the support of the development partners are: "Development of Moldova ICT Excellence Center", implemented with the support of USAID and Government of Sweden, "Improving the quality of vocational ICT education", funded by Austrian Development Cooperation, IT Career Promotion Campaign implemented with the support of private sector and Ministry of Youth and Sports, Robotics National Program funded by the Moldova Competitiveness Project from USAID and Government of Sweden resources, "Creation of Library Robotics Clubs in Moldova", funded by Novateca Program, "Smart Classroom Project" implemented with the support of Korean Embassy, MoldSef National Engineering and Science Fair, organized with the support of Intel.

In June 2018, ATIC, with the financial support of UN Women, announced an initiative on economic empowering of women in ICT Sector. Our objective is to mainstream a gender perspective and promotion of gender equality and the empowerment of women through information and communication technologies. Also we want to build awareness that information and communication technologies (ICTs) are tools that enable gender equality and women's empowerment, and are integral to the creation of societies in which both women and men can substantively contribute and participate.

Our activities will also seek to tackle women underrepresentation in ICT and STEM fields. According to genderpulse.md, there are 13.4% less women working in the ICT sector than men, with the former earning 27,5% less. Women are also generally underrepresented in STEM fields (Science, Technology, Engineering and Mathematics).

Offerors are responsible for ensuring that their offers are received by ATIC in accordance with the instructions, terms, and conditions described in this RFP. Failure to comply with the instructions described in this RFP may lead to the disqualification of an offer.

Offer Deadline and Protocol: Offers must be received no later than 17:00, local Chisinau time, on September 03, 2018 electronically or physically at the ATIC office.

Any email offers must be sent to the following address:

In attention of, Viorica Bordei
Communication Consultant
vbordei@ict.md

Any hard copy offers must be stamped and signed by the offeror's authorized representative and delivered to the following address:

In attention of Mrs. Viorica Bordei
Communication Consultant
Str. Studentilor 9/11

Please reference the RFP number in any response to this RFP. Offers received after the specified time and date will be considered late and will be reviewed only at ATIC discretion.

1.2 Questions and Requests for Clarifications

Questions regarding the technical or administrative requirements of this RFP may be submitted no later than 17:00, local Chisinau time on August 24, 2018, by email to vbordei@ict.md. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that ATIC believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated an interest in bidding.

Only the written answers issued by ATIC will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from employees of ATIC or any other entity should not be considered as an official response to any questions regarding this RFP.

1.3 Offer Deadline

Offers must be received no later than 17:00, local Chisinau time, on September 03, 2018 electronically or physically at the ATIC office.

Any email offers must be sent to the following address:

In attention of, Viorica Bordei
Communication Consultant
vbordei@ict.md

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Str. Studentilor 9/11

Please reference the RFP number in any response to this RFP. Offers received after the specified time and date will be considered late and will be reviewed only at ATIC discretion.

1.4 Protocol for Submission of Offers

A. Hard Copy Submissions:

Each offeror must submit its proposal in two separate volumes: the Technical Volume and the Cost Volume. The following number of copies is required in each submission:

1. **Technical Volume:** Three (3) original hardcopies and one (1) electronic copy on CD of the technical volume, per the instructions below.
2. **Cost Volume:** One (1) original hardcopies and one (1) electronic copy on CD of the cost volume, per the instructions below.

All offers and related documents must be enclosed in sealed envelopes with the name and address of the offeror and the RFP number ("RFP No. UN Women- 2018-003") clearly marked on the outside. The Technical Volume and the Cost Volume must be submitted separately. Envelopes must be clearly marked either "Technical Volume" or "Cost Volume". If multiple envelopes must be submitted due to the size of a proposal, offerors must ensure that each envelope is sealed and clearly marked with the information described above.

B. Electronic Submissions:

The Offeror must submit the proposal electronically with attachments compatible with MS Word, Excel, or Adobe Portable Document (PDF) format in a Microsoft environment. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

All offers must be prepared in English, Romanian or Russian.

1.4.1 Technical Volume

The Technical Volume should describe in detail the offeror's proposed plan for providing the services and commodities described in the technical specifications found in Annex 1. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The plan should include details on equipment, personnel, and subcontractors that the offeror will make available to carry out the required activities. The plan should also provide details on the anticipated delivery schedule, including an estimated completion date.

At a minimum, the Technical Volume must contain the following required completed documents:

1. Completed Technical Specifications (see Annex 1)
2. Letter of Transmittal (see Section 3)
3. Offeror's Summary Sheet (see Section 4)
4. Completed/Signed Certifications (see Section 5).
5. Bank Account Award Certificate - copy - issued by the bank holding the account;
6. Certificate of regular payment of taxes, - copy - or certificate issued by the Tax Inspectorate on double taxation records;
7. Past Performance Information (see Section 1.10)
8. In addition, offerors responding to this RFP are requested to submit the following:
 - Organizations responding to this RFP are requested to submit a copy of their official registration or business license.

Subcontracting arrangements: If the execution of work to be performed by the offeror requires the hiring of subcontractors, the proposal must clearly identify the subcontractor(s), contact information of subcontractor(s), and the work they will perform. ATIC will not refuse a proposal based upon the use of subcontractors; however, ATIC retains the right to approve or reject the specific subcontractors selected.

All electronic copies of documents in the Technical Volume must be in PDF, Microsoft Word or Microsoft Excel format.

The information contained in the Technical Volume should not contain any cost- or price-related information.

Note:

- All commodities offered in response to this RFP must be new; no used or refurbished commodities will be accepted.

1.4.2 Cost Volume

Taking into consideration the complexity of the work, the cost proposal is used to determine which proposals represent the best value and serves as a basis of negotiation before award of a subcontract.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

The cost proposal shall also include a budget narrative that explains the basis for the estimate of every cost element or line item. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. ATIC reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an offeror's proposed cost.

The agreement under which this procurement is financed does not permit the financing of any taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. No such Cooperating Country taxes, charges, tariffs, duties or levies will be paid under an order resulting from this RFP.

1.5 Validity Period

Offers must remain valid for at least 30 calendar days after the offer deadline.

1.6 Eligibility of Offerors

By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award. ATIC will not award a contract to any firm that is debarred, suspended, or considered to be ineligible.

1.7 Evaluation and Basis for Award

An award will be made to the offeror whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical, management/personnel, and corporate capability requirements, and is determined to represent the best value to ATIC. Best value will be decided using the tradeoff process.

This RFP will use the tradeoff process to determine best value. That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered approximately equal to cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.

In evaluating proposals, ATIC will use the following evaluation criteria and sub-criteria:

Evaluation Criteria	Technical Evaluation Sub-criteria	Maximum Points
	Does the proposed solution respond to the initial request of ATIC?	10 points

	Past performance information	20 points
	Innovation and Approach for the Plan	30 points
	Price	40 points
Total Points – Technical and Cost Approach		100 points

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

1.8 Negotiations

Best and final price quotations are requested from all offerors. It is anticipated that awards will be made solely on the basis of these original quotations. However, ATIC reserves the right to conduct negotiations and/or request clarifications prior to awarding a subcontract.

1.9 Terms and Conditions of Subcontract

This is a Request for Proposals only. Issuance of this RFP does not in any way obligate ATIC or UN Women to award a subcontract, nor does it commit ATIC or UN Women to pay for costs incurred in the preparation and submission of a proposal.

This solicitation is subject to the Draft Order Terms and Conditions detailed in Section 2. Any resultant award will be governed by these terms and conditions. ATIC reserves the right to make revisions to the content, order, and numbering of the provisions in the actual subcontract document prior to execution by ATIC and the selected awardee. Issuance of a subcontract award is subject to availability of sufficient funds.

SECTION 2. BACKGROUND, SCOPE OF WORK, DELIVERABLES AND DELIVERABLE SCHEDULE

2.1 Technical Specifications

As specified in Annex 1, ATIC is looking to procure the following items as stated in Annex 1 (Specifications).

2.3 Past Performance

One of the main eligibility criteria is Past Performance. Successful offerors are requested to have minimum 3 similar size projects in the past. In the Technical Volume, all offers should include information for at least three (3) client references for similar technical activities or commodities supplied in the same amount of the contract.

The information supplied must include a.) the name, address, contact person, and current phone number of the organization for which services were performed; b.) a brief description of the work performed; c.) the duration (including the dates) of the work and amount (specify the currency) of the contracts/subcontracts. If the Offeror encountered problems in carrying out any of these contracts, it should provide an explanation of the problem encountered and describe any corrective action taken. Failure to submit complete and accurate information regarding previous similar or related contracts is grounds for disqualification from the evaluation process.

ATIC reserves the right to obtain past performance information obtained from sources other than those identified by the offeror. ATIC shall determine the relevance of similar past performance information.

2.7 Delivery Requirements

Delivery of Services is expected to take place in Republic of Moldova and cover various means of communication- online, offline, social media, newspapers, and other.

3. PAYMENT AND FINANCIAL OBLIGATIONS

3.1. SUBCONTRACT PRICE

The Subcontractor shall complete all work (including furnishing all labor, material, commodities, equipment, and services) required under this subcontract for the fixed price of TBD . This price shall include all type of services, personnel cost, publication and other that are part or refer to this particular assignment.

The Subcontractor will be paid the installment amounts listed under the column named "Payment Amount" only upon successful completion and acceptance by ATIC of all corresponding deliverables listed in the column named "Corresponding Deliverable Name."

3.2. PAYMENT TERMS

ATIC will pay the total price through a series of installment payments as provided in Article 9 above, after Subcontractor's completion of the corresponding deliverables and ATIC's acceptance thereof. The Subcontractor may submit invoices for deliverables that have been accepted and approved by the authorized ATIC representative. ATIC will pay the Subcontractor's invoice within fifteen (15) days after the following conditions have been fulfilled:

- a) the Subcontractor has delivered a proper invoice
- b) ATIC has issued an inspection certificate.

Payment will be made in MDL, paid via wire transfer to the account specified in the Subcontractor's invoice. Payment of unpaid balances will be made upon completion and final acceptance of all works and deliverables by ATIC. Any invoices for services rendered and deliverables submitted—but not accepted by ATIC—will not be paid until the Subcontractor makes sufficient revisions to the deliverables such that ATIC may approve the deliverables and thus the invoice.

3.3. INVOICE REQUIREMENTS

The Subcontractor shall present an invoice to ATIC only for services and/or commodities that have been accepted by ATIC. The invoice must be an original invoice, submitted to:

ATIC
Attention: Violeta Bordeniuc, Senior Accountant
Moldovan Association of ICT Companies

To constitute a proper invoice, the Subcontractor's invoice must include the following information and/or attached documentation. This information will assist ATIC in making timely payments to the Subcontractor:

1. Subcontractor legal name, subcontract number, invoice date, and invoice number.
2. Deliverable(s) number, description of approved deliverable(s), and corresponding value.
3. Bank account information to which payment shall be sent.

SECTION 3: LETTER OF TRANSMITTAL

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror, as part of the Technical Volume:

To: Moldovan Association of ICT Companies
 Str. Studentilor 9/11

Reference: RFP No. UN Women- 2018- 003

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFP. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFP. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFP—are eligible to participate in this procurement under the terms of this solicitation.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any ATIC project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFP; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to ATIC’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone and Website: _____

Company Registration or Taxpayer ID Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____

SECTION 4: OFFEROR'S TECHNICAL SUMMARY SHEET

The following information must be completed and submitted in the Technical Volume:

- I. Name of Offeror:
Tax ID No.:
Address:
Telephone/Fax No.:

- II. Is the Offeror an official dealer for the commodities offered? ___yes ___no

- III. International warranty on all commodities? ___yes ___no
Copy of warranty terms/conditions included? ___yes ___no
How many years for the warranty? _____ years

- III. Authorized agent(s) in Republic of Moldova for service, warranty, etc.:
 - A. Name(s):
 - B. Address(s):
 - C. Telephone No.(s): Fax No.(s):
 - D. Contact:

- IV. Delivery time

Deliverable Number	Deliverable Name	Delivery Schedule
1		
2		
3		
4		
5		
etc.		

TOTAL delivery estimate (after receipt of order) _____ calendar days
(NOTE: Delivery data must be honest, accurate, and upheld in any resulting subcontract.)

Company Name

Name and title of authorized representative

Signature

Date

SECTION 5: REQUIRED CERTIFICATIONS

The following certifications must be completed and submitted in the Technical Volume:

SECTION 5-1: CERTIFICATE OF INDEPENDENT PRICE DETERMINATION

CERTIFICATE OF INDEPENDENT PRICE DETERMINATION

_____ (hereinafter called the "offeror")
(Name of Offeror)

(a) The offeror certifies that—

(1) The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror or competitor relating to— (i) Those prices;

(ii) The intention to submit an offer; or

(iii) The methods or factors used to calculate the prices offered.

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern to submit or not to submit an offer for the purpose of restricting competition.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory—

(1) Is the person in the offeror's organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to paragraphs (a)(1) through (a)(3) of this provision; or

(2)(i) Has been authorized, in writing, to act as agent for the following principals in certifying that those principals have not participated, and will not participate in any action contrary to paragraphs (a)(1) through (a)(3) of this provision _____ [insert full name of person(s) in the offeror's organization responsible for determining the prices offered in this bid or proposal, and the title of his or her position in the offeror's organization];

(ii) As an authorized agent, does certify that the principals named in subdivision (b)(2)(i) of this provision have not participated, and will not participate, in any action contrary to paragraphs (a)(1) through (a)(3) of this provision; and

(iii) As an agent, has not personally participated, and will not participate, in any action contrary to paragraphs (a)(1) through (a)(3) of this provision.

(c) If the offeror deletes or modifies paragraph (a)(2) of this provision, the offeror must furnish with its offer a signed statement setting forth in detail the circumstances of the disclosure.

Company Name: _____

By (Signature): _____ Title: _____

Printed Name: _____ Date: _____

SECTION 5-2: CERTIFICATION REGARDING RESPONSIBILITY MATTERS

CERTIFICATION REGARDING RESPONSIBILITY MATTERS

(a) (1) The Offeror certifies, to the best of its knowledge and belief, that -

(i) The Offeror and/or any of its Principals -

- (A) Are , are not , presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency;
- (B) Have , have not , within a three-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, violating Federal criminal tax laws, or receiving stolen property;
- (C) Are , are not , presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in paragraph (a)(1)(i)(B) of this provision;
- (D) Have , have not , within a three-year period preceding this offer, been notified of any delinquent Federal taxes in an amount that exceeds \$3,000 for which the liability remains unsatisfied.

(ii) The Offeror has has not , within a 3-year period preceding this offer, had one or more contracts terminated for default by any Federal agency.

(2) "Principal," for the purposes of this certification, means an officer, director, owner, partner, or a person having primary management or supervisory responsibilities within a business entity (e.g., general manager; plant manager; head of a subsidiary, division, or business segment; and similar positions). This certification concerns a matter within the jurisdiction of an agency of the United States and the making of a false, fictitious, or fraudulent certification may render the maker subject to prosecution under Section 1001, Title 18, US Code.

(b) The Offeror shall provide immediate written notice to ATIC if, at any time prior to contract award, the Offeror learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

c) A certification that any of the items in paragraph (a) of this provision exists will not necessarily result in withholding of an award under this solicitation. However, the certification will be considered in connection with a determination of the Offeror's responsibility. Failure of the Offeror to furnish a certification or provide such additional information as requested by ATIC may render the Offeror nonresponsible.

(d) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by paragraph (a) of this provision.

The knowledge and information of an Offeror is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

(e) The certification in paragraph (a) of this provision is a material representation of fact upon which reliance was placed when making award. If it is later determined that the Offeror knowingly rendered an erroneous certification, in addition to other remedies available ATIC, ATIC may terminate the contract resulting from this solicitation for default.

Company Name: _____

By (Signature): _____ Title: _____

Printed Name: _____ Date: _____

SECTION 5-3: EVIDENCE OF RESPONSIBILITY STATEMENT

EVIDENCE OF RESPONSIBILITY STATEMENT

This statement describes the offeror's internal policies and procedures, as well as its ability to comply with the terms and conditions of a potential subcontract resulting from RFP No. [enter RFP number]. The offeror shall complete the information in this statement as part of its proposal.

Company Name: _____

1. Authorized Negotiators

The offeror's proposal in response to RFP No. [enter RFP number] may be discussed with any of the following individuals. These individuals are authorized to represent our company in negotiation of this proposal.

Names of authorized negotiator(s): _____

These individuals can be reached at the following office:

Address: _____

Telephone/Email: _____

2. Adequate Financial Resources

We hereby certify that the above-named company maintains adequate financial resources to manage any subcontract resulting from this offer.

3. Ability to Comply

We certify we are able to comply with the proposed schedule and period of performance, having taken into consideration all existing business commitments, commercial as well as governmental.

4. Record of Performance, Integrity, and Business Ethics

Our record of integrity is outstanding. We have no allegations of lack of integrity or of questionable business ethics. Our integrity can be confirmed by our Past Performance References, contained in the Technical Volume.

5. Organization, Experience, Accounting and Operational Controls, and Technical Skills

Describe how the subcontract will be managed: _____

6. Equipment and Facilities

We maintain the necessary facilities and equipment to carry out the subcontract.

7. Eligibility to Receive Award

We are qualified and eligible to receive an award under applicable laws and regulation. In addition, we have performed similar work – describe: _____

8. Acceptability of Subcontract Terms and Conditions

We have reviewed the solicitation document and attachments and agree to the terms and conditions set forth therein.

I hereby certify that the above statements are true and accurate, to the best of my knowledge.

Company Name: _____

By (Signature): _____ Title: _____

Printed Name: _____ Date: _____

ANNEX 1: DETAILED SPECIFICATIONS AND REQUIREMENTS

1. BACKGROUND AND PROJECT DETAILED INFORMATION

As a key problem statement, we would like to empower more girls to:

- a) Choose TECH and pursue STEM classes
- b) Receive quality education to define their future career
- c) Be part of a powerful Tech Women initiative together with other women who believe they can DO IT.

Our objective is to mainstream a gender perspective and promotion of gender equality and the empowerment of women through information and communication technologies. Also we want to build awareness that **information and communication technologies (ICTs) are tools that enable gender equality and women's empowerment**, and are integral to the creation of societies in which both women and men can substantively contribute and participate.

Our activities will also seek to tackle women underrepresentation in ICT and STEM fields. According to genderpulse.md, there are 13.4% less women working in the ICT sector than men, with the former earning 27,5% less. Women are also generally underrepresented in STEM fields (Science, Technology, Engineering and Mathematics).¹

In addition, our activities seek to address a more structural problem within the Moldovan economy, the fact that SMEs sector is poorly developed: although SMEs represent 97% of the total number of firms in Moldova, they only produce only a third of GDP, twice less than the average in EU states², cited as such from UNDP's National Human Development Report for Moldova.

Our fully funded scholarships for Tekwill Academy will also aim to address the women underrepresentation in ICT and STEM industries. Our scholarships will not only mobilize more women and girls to pursue education in STEM fields but will offer beneficiaries a decisive advantage in the job market, not only in terms of increased productivity (particularly important in the very competitive tech sector). Our certification will offer beneficiaries better prospects for career growth towards leadership positions. In addition, since the scholarships will be awarded via a competitive process and an open call, this activity will allow us to identify talent among girls in IT and also promote publicly IT career.

We plan to deliver 4 activities under this project:

1. Educating min 500 Women through online platforms to be selected via public tender
2. Startup School
3. ICT Career Promotion for Tech Women.
4. Tekwill Academy fully-funded scholarships for girls and women.

Details:

Activity #1: Educating 500 Women through online platforms

¹ <http://www.genderpulse.md/ro/abilitare-economica/castigul-si-ecartul-salarial/castigul-si-ecartul-salarial>

Result: Educating min 500 Women through online platforms in Tech in partnership via to be selected local or international providers based on tender procedures

The objective for this project is to educate 500 women for IT profession in selected IT fields over a period of 8-10 months. The overall idea is to have a combination of online and offline courses; however, the decision will be taken based on the evaluated solutions by a mixed evaluation committee formed of executive team members, donor and private sector representatives.

Selection of the participants:

Process

1. There will be an application launched with a specific focus on girls willing to go for the courses. The 500 girls will be selected based on inclusion criteria: from various regions, preferably with access to internet for the online game classes. If there are more than 500 girls aiming for the course, motivation, skills, social inclusion will be the determining factors. There will be a joint committee formed in order to select the candidates. These new 500 students will be grouped in 10 classes.
2. Students will have direct access to the mentors, where they can ask any question form studied materials online.

Impact evaluation:

Taking into consideration that the digital inclusion is one of the key aspect of Tekwill activity, , At least for the next 3 years, ATIC will monitor quarterly the results and feedback of the realized programs.

Activity 2:

Girls and women will be invited to attend the Academy to develop their own products and learn how to become entrepreneurs in Tech. All participants who are at least 16 years of age will be welcomed.

Learning Objectives:

Understanding the process of business creation;

- Identifying, evaluating and defining business opportunities. How to identify the needs and problems of the society in order to create products and services that will solve them;
- How to access the necessary resources that will allow creation and growth of the business;
- Developing a business plan that will aim to “sell” the idea to the potential investors.

The identified program is expected to run over a period of 3-4 months with the following KPIs attached to it:

- 200 participants at the program’s event
- 20 teams created
- Every team delivers a feasibility study/business plan presented in front of investors.
- Media reach of 100 000 users.
- Preferably min five operational startups at the end of the program.
- 15 mentors involved in training.

Activity #3: ICT Career Promotion for Tech Women.

Result: This component aims at reaching out to the parents and mass public to encourage girls to pursue STEM. It will be combined with Career Orientation activities and “Why Girls Can Do IT” campaign.

Description of activity:

The proposed activity is part of a major priority plan of ATIC entitled ICT Career Promotion Campaign which aims on building the image of the ICT industry and encourage children and their parents to choose a career in ICT. For the past 8 years, ATIC has covered yearly more than 100,000 people with online and TV promotion, as well as approximately 2000/year beneficiaries through school campaigns, meetups and other informative sessions.

Each year a specific number of schools from 20 to 30 are selected based on the following criteria: from Chisinau and from rural areas, however the last 6 years, the target has been put on rural areas, because they are the main beneficiaries of the colleges and universities offering ICT education. The proposed schools often are part of other programs such as robotics, or STEM education promotion to make sure they have any kind of ICT related programs besides informatics and perform somehow.

Besides the general orientation sessions ATIC usually does, they plan specific orientation sessions on offering the possibility for girls to explore a career in ICT. They would like to break the stereotypes that ICT means only coding, it is also testing, design, management, digital marketing, etc. There are many ways to embrace a career in ICT, therefore this additional campaign will be the same, but in different schools.

To make the impact higher, they plan 10 sessions to bring girls for girls (professionals to nonprofessionals) and touch upon motivational and technical subjects. The topics will be defined based on the inclusion of the professional ladies under the Tech Women platform and will be further delivered to the community as a community event.

Activity 4: Scholarships offered to girls for pursuing Tekwill Academy

Tekwill Academy (TA) currently provides intensive study programs in partnership with leading Moldovan and international IT companies. Our students work in real-life projects, which allows them to receive practical skills that lead to better employment prospects. So far, more than 2000 participants graduated from Tekwill Academy.

This activity will allow min 40 girls to receive fully funded scholarships, to complete one of the following technical courses:

1. Oracle: Java Fundamentals Professional Level (for OCP certifications) - This Java SE 8 Programming training covers the core language features and Application Programming Interfaces (API) that are needed to design object-oriented applications with Java Standard Edition 8 (Java SE 8) Platform. This certification allows individuals to receive career advantages similar to CFA certification in the financial sector, in addition to a guaranteed salary level.
2. Cisco - "Cisco Networking Academy is an IT skills and career building program for learning institutions and individuals worldwide. More than 5.5 million people have joined the Networking Academy and become a force for change in the global economy since 1997. From secondary schools to universities to community organizations, more than 9000 institutions in 170+ countries offer the Networking Academy curriculum. It is the flagship program of Cisco Corporate Social Responsibility (CSR) efforts. Together, we are building the workforce of tomorrow." It offers employment advantages similar to Java Fundamentals.

3. SQL Fundamentals –The program is authorized by Oracle Workforce for Development Program. SQL defines the methods used to create and manipulate relational databases on all major platforms. It offers employment advantages similar to Java Fundamentals and Cisco.

These courses were specifically designed to address the skills gap in Moldova's ICT industry and were developed following thorough research and discussions with Moldova's biggest ICT employers.

2. THE ASSIGNMENT FOR THE PR AND COMMUNICATION SERVICES:

The assignment under this RFP is expected to perform communication and PR services to cover the implementation and results of the above mentioned activities under a period of about 9 months.

Goal of the communication and PR services:

- Build awareness of the project activities among the target groups and achieve greater credibility and visibility on a national level;
- Promote the IT Career as an attractive option for the girls and women, orient talented pupils towards ICT specialties, and also inspire young girls that are pursuing IT studies to work harder in order to develop tech and soft skills needed on the market place;
- Encourage participation within project activities and support the project team in reaching the audiences according to the project activities;
- Demonstrate increased comprehension by targeted Moldovan audiences about UN Women provided assistance for empowerment of women in the ICT field;
- Raise awareness on how better ICT education, skills and entrepreneurship provide better opportunities for women employment, career and business
- Document how ICT industry and overall economic competitiveness in Moldova can increase through women empowerment in tech;

Offerors are expected to submit their vision, implementation plan and means of communication for the activities with an expectation to start around September 10, 2018.

It is expected that the offerors submit:

1. Communication concept
2. Full proposal including calendar of activities carried out under the SOW
3. CVs of team members and other related documentation.

We identify as a volume of work:

- Up to 10 written communication materials per month
- Up to 4 press events per month
- Social media campaigns (2 per month)
- Other

Expected deliverables will include:

- Development, continuous update and implementation of the Communication and PR plan in order to achieve the set communication targets (PR activity, local media coverage to include interviews and appearances, concepts for press events, etc)
- Development of the communication materials (press releases, announcements, articles, press invitations and any other required PR materials);
- Development and publication in the local mass media of success stories to reflect and document the progresses reached within the project;
- Press event organization, including media relations before, during and after the press events;
- Media monitoring and reporting;
- Planning and providing support for the participation of Project representatives in interviews, TV and radio shows etc (preparing the information for the press and the possible questions, preparing the messages for the speakers etc);
- Executing targeted public relations campaigns to generate feature articles, event listings, and related publicity for Project activities;
- Development of social media campaigns to be aligned with the general communication for the Project.

ANNEX 2: PRICE SCHEDULE

In the Cost Volume, offerors must provide a quotation on official letterhead or official quotation format, containing the information below. Alternatively, offerors may complete this Annex 2 and submit a signed/stamped version to ATIC.

Line Item	Category	Quantity	Unit Price (VAT 0%)	Total Price (VAT 0%)
			USD	USD
1.0	Item 1			
2.0	Item 2			
3.0	Item 3			
	Installation			
	Training			
	Shipping			
	Other, Specify: _____			
	GRAND TOTAL			