

Request for Proposals (RFP)

RFP Number: #StartupCityCahul-2022-002

Issuance date January 18, 2022
Deadline for offers February 16, 2022, 17:00 Chisinau time
Description Brand strategy development and implementation consultancy for the EU4Innovation Center in Cahul

For EU4Moldova: Startup City Cahul Project

Funded By European Union in Moldova through a delegated agreement with Sweden

Issued by National Association of ICT Companies (ATIC)
ATIC Point of Contact: candronic@startupcitycahul.md, Corina Andronic, Deputy Director

SECTION 1: INTRODUCTION AND INSTRUCTIONS TO OFFERORS

1.1 Acronyms and Definitions

ATIC	National Association of ICT Companies
Donor	Organization that finances the implemented project/program
EU	European Union
ICT	Information and Communication Technology
IT	Information Technology
Project	Project implemented by ATIC
STEM	Science Technology, Engineering and Math
ToR	Terms of Reference
VAT	Value Added Tax

1.2 Introduction:

THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”) is looking for an eligible company with solid experience in branding strategy development and implementation to provide the services described in Annex 1 – Terms of Reference to this RFP.

1.3 Offer Deadline and Submission Protocol:

Offers must be submitted not later than **15:00 Chisinau time, on February 16, 2022**.

Offers received after the specified time and date will be considered late and will NOT be evaluated by ATIC.

Electronic Submission Only:

The only acceptable submission method is electronical – via email:
to: candronic@startupcitycahul.md, Corina Andronic, Deputy Director
cc: livadari@ict.md, Liuba Livadari, Procurement Consultant

Offers must be submitted in two (2) separate .pdf format files corresponding to the:

- 1) Technical Proposal (Forms A-E and other mandatory documents required by this solicitation documents). There may be one or several PDF files with relevant names.
- 2) Financial Proposal (should be password-protected). ATIC will request the password if the proposal is deemed eligible and technically compliant. Any submission of the financial proposal that is not password-protected will be disqualified. Also, any submission of the financial proposal together with the password will be disqualified.

Please refer the RFP number in any response to this RFP.

Offers received after the specified time and date will be considered late and will NOT be reviewed by ATIC.

1.4 Questions and Requests for Clarifications:

Questions regarding the technical or administrative requirements of this RFP may be submitted no later than **15:00, Chisinau time on February 11, 2021, by email to [and candronic@startupcitycahul.md](mailto:candronic@startupcitycahul.md) and llivadari@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.

1.5 Technical and Cost Volume

1.5.1 Technical Volume

The Technical Volume should describe in detail the offeror's proposed plan for providing the services and commodities described in the 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 documents required in the Annex 1 - Terms of Reference: FORMS A-E and other required documents

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.

1.5.2 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.

It should offer a clear understanding upon the amount of work, different types of activities (if applicable), but offer a fixed price for the assignment taking into account all details.

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.

Currency of Proposal: Financial offers must be presented in MDL only. No other currencies accepted.

Format of Financial Proposal: In formulating its financial proposal, the offeror should be guided by the *FORM F – Financial Offer*.

Partial Quotes: not allowed.

1.6 Validity Period

Offers must remain valid for at least 120 calendar days after the RFP deadline.

1.7 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.

As per EU procurement rules, a contractor is eligible if:

- it is not included in the EU Sanctions List or are subject to EU Restrictive Measures provided at www.sanctionsn1ap.eu and all its employees, consultants, suppliers and contractors involved in fulfilment of this Agreement or implementation of any part of the Project are not included in the EU Sanctions List or are subject to EU Restrictive Measures and none part of the Fee is made available to, or for the benefit of, persons, groups and entities designated under the EU Sanctions List or subject to EU Restrictive Measures. The Provider shall cooperate with the Beneficiary in this respect and promptly inform the Beneficiary if it reveals that any recipient of such funds falls under EU Sanctions List / EU Restrictive Measures.

- it does not support activities that contribute to money laundering, terrorism financing, tax avoidance, tax fraud or tax evasion;
- it refrains from corruption and other irregularities and requires all its employees, consultants, suppliers and contractors involved in fulfilment of this Agreement or implementation of any part of the Project to refrain from any such corruption and other irregularities. Corruption and other irregularities refer to all kinds of: (1) corruption, including bribery, nepotism, illegal gratuities or other form of abuse of trust, power and position for improper gain; (2) misappropriation of cash, inventory and all other kinds of assets; (3) financial and non-financial fraudulent statements; (4) all other use of Project/Core Activities funds which is not in accordance with the work plan and Budget approved under SIDA-ATIC Agreement. The Provider shall cooperate with the Beneficiary in this respect and promptly inform the Beneficiary of any indication of corruption and other irregularities and investigate the presence of corruption and other irregularities and take action, including legal actions, against persons suspected of corruption and other irregularities;
- it takes all necessary precautions to avoid any conflicts of interest in all matters related to fulfilment of this Agreement or implementation of any part of the Project and ensures its employees, consultants, suppliers and contractors are not placed in a situation which could give rise to conflict of interest. A conflict of interest shall be deemed to arise where the impartial and objective exercise of the functions of any person fulfilling the Agreement and/or implementing of any part of the Project is compromised.

1.8 Evaluation and Basis for Award

The 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 scoring method (technical scoring + financial scoring). That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in Annex 1. If technical scores of several proposers reaching or exceeding the minimum pass score are determined to be equal or nearly equal, cost will become the determining factor.

ATIC may award the contract to a higher priced offeror if a determination is made that the higher technical score of that offeror merits the additional cost/price.

The rating of each proposal will be defined based on the accumulated total scoring: technical and financial scorings. The priority will be given to highest scored offers, in the limits of the available budget.

Please refer to Annex 1 for the evaluation criteria and sub-criteria.

1.9 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.

1.10 Terms and Conditions of Subcontract

This is a Request for Proposals only. Issuance of this RFP does not in any way obligate ATIC or the Donor to award a subcontract, nor does it commit ATIC or Donor 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 Specifications

Please refer to Annex 1 – Terms of Reference for details on the required services.

2.2 Delivery Requirements

The delivery location for the described services in this RFP is Moldova.

As part of its response to this RFP, each offeror is expected to provide an estimate (in calendar days) of the delivery and execution timeframe (after receipt of order).

The delivery estimate presented in an offer in response to this RFP must be upheld in the performance of any resulting contract. The delivery estimate presented in any offers in response to this RFP must be honest, accurate, and upheld in the performance of any resulting subcontract or order.

Penalties: For delays in the delivery of services, penalties of 0.5% of the deliverable value may be applied by ATIC for each day of delay. ATIC may also decide to terminate the contract if case of considerable delays.

SECTION 3. DRAFT ORDER TERMS AND CONDITIONS

Per Section 1.11 of this RFP, in the event of a contract award resulting from an offer submitted in response to this RFP, the following terms and conditions will apply:

1. All commodities, if applicable, delivered under this contract must be transferable to Donor, or another entity in the Cooperating Country designated by ATIC.

2. Delivery Terms

A. Delivery terms to be guided by the expected timeframes mention in the ToR – Annex 1. The Subcontractor shall deliver the deliverables as set forth to the delivery locations.

B. *Time is of the essence.* By executing this contract, the Contractor confirms that it accepts that the delivery schedule stated herein is reasonable and will comply with the delivery schedule.

C. *Customs clearance.* The Contractor shall clear any international shipments through customs and deliver them to the appropriate location(s) specified in Article 5. ATIC is responsible for providing the Contractor with the necessary documentation required by Moldovan customs officials for duty-free customs clearance.

D. Consignee address. For any international shipments requiring customs clearance in Moldova, the following consignee address shall be used on each shipment to facilitate duty-free and tax-free customs clearance.

3. Payment and financial obligations

3.1 Contract Price

The Contractor shall complete all work (including furnishing all labor, material, commodities, equipment, and services) required under this contract for the fixed price indicated in the offer. This price shall include all equipment, commodities, shipping costs, licenses, permits, administration costs, labor costs, materials, overhead, profit, and all other costs.

The Contractor 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 1.9 above, after Contractor's completion of the corresponding deliverables and ATIC acceptance thereof. The Contractor may submit invoices for deliverables that have been accepted and approved by the authorized ATIC representative. ATIC will pay the Contractor's invoice within fifteen (15) working days after the following conditions have been fulfilled:

- a) the Contractor 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 Contractor'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 Contractor makes sufficient revisions to the deliverables such that ATIC may approve the deliverables and thus the invoice.

3.3 Invoice Requirements

The Contractor 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: [corresponding Project Manager/Contract Contact Person]

National Association of ICT Companies

[Project Name]

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

1. Contractor legal name, contract number, invoice date, and invoice number.
2. Deliverable(s) number, description of approved deliverable(s), and corresponding value.
3. Name of the corresponding ATIC project for which the services are being provided
4. Bank account information to which payment shall be sent.

3.4 Cooperating Country Fees, Taxes, and Duties

This contract is entered into by ATIC on behalf of the Project (s) mentioned above, an official program of the mentioned Donors in the Republic of Moldova.

As such, this contract is free and exempt from any taxes, VAT, tariffs, duties, or other levies imposed by the laws in effect in Republic of Moldova. The Contractor shall not pay any host country taxes, VAT, tariffs, duties, levies, etc. from which this Donor programs are exempt. In the event that any exempt charges are paid by the Contractor, they will not be reimbursed to the Contractor by ATIC. The Contractor shall immediately notify ATIC if any such taxes are assessed against the Contractor or its subcontractors/suppliers at any tier.

The Contractor is responsible for payment of all applicable taxes, as prescribed under the applicable laws, associated with wages/salaries/compensation for services rendered by individuals employed by the Contractor and who are directed to work as required under this Contract. The Contractor is liable for payment of all applicable taxes associated with revenues (profit), and other such taxes, fees, or dues for which Contractor is normally responsible as a result of operating its business.

3.5 Set-Off Clause

ATIC reserves the right of set-off against amounts payable to Contractor under this contract or any other agreement in the amount of any claim or refunds ATIC may have against the Contractor.

4. GROUND FOR DISQUALIFICATION:

A firm may be excluded from the evaluation and the award of a contract, who:

- a) is bankrupt or is being wound up, whose affairs are being administered by court, who has entered into an arrangement with creditors, who has suspended business activities or who is subject of an injunction against running business by court;
- b) is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by court, or for an arrangement with creditors or of any other similar proceedings;
- c) has been convicted of an offence concerning his professional conduct by a court;
- d) has been found guilty of grave professional misconduct; or
- e) has not fulfilled obligations relating to payments of taxes or social security contributions.

Economic resources provided by the EU under this Project shall not be made available to, or for the benefit of, third parties - whether entities, individuals or groups of individuals - designated by the EU as subject to restrictive measures in the lists provided at www.sanctionsmap.eu ("EU Restrictive Measures").

5. Anti-Kickback

a) Definitions:

- *Kickback*, as used herein, means any money, fee, commission, credit, gift, gratuity, thing of value, or compensation of any kind, which is provided, directly or indirectly, to ATIC, Project or any of its employees, the Contractor or Contractor employees, or vendors in

any way related to the performance or subsequent activities of this contract, for the purpose of improperly obtaining or rewarding favorable treatment in connection with this subcontract.

- *Person*, as used in this article, means a corporation, partnership, business association of any kind, trust, joint-stock company, or individual.
- *Contractor employee*, as used in this article, means any officer, partner, employee, or agent of the Contractor.

b) The Contractor and its employees, whether directly or indirectly engaged in the performance of this contract, agree to abide legal provisions which prohibit any person from providing or attempting to provide any kickback; soliciting, accepting, or attempting to accept any kickback; or including, directly or indirectly, the amount of any kickback in the contract price charged by the Contractor to ATIC.

When the Contractor has reasonable grounds to believe that a violation described in paragraph (b) of this provision may have occurred, the Contractor shall promptly report in writing the possible violation. Such reports shall be made to ATIC, who shall forward the report to the Donor, as required.

The Contractor agrees to cooperate fully with any relevant Moldovan/EU Agency investigating a possible violation described in paragraph (b) of this article.

ATIC may offset the amount of the kickback against any monies owed by ATIC under this fixed price contract or order the monies withheld from future payments due the Contractor.

The Contractor agrees to include the substance of this article in any contract it may issue under this contract.

6. Terrorist Financing Prohibition

The Contractor (including its employees, consultants, and agents) by entering into this contract certifies that it does not engage, support or finance individuals and/or organizations associated with terrorism.

7. Compliance with Applicable Laws and Standards

The Contractor shall perform all work, and comply in all respects, with applicable laws, ordinances, codes, regulations, and other authoritative rules of Sweden, European Union and Moldova and its political subdivisions and with the standards of relevant licensing boards and professional associations. The Contractor shall also comply with the applicable EU and Sweden regulations governing this contract, which are incorporated by reference into this contract, Clauses Incorporated by Reference.

8. Indemnity and Contractor Waiver of Benefits

A. The Contractor waives any additional benefits and agrees to indemnify and save harmless ATIC, Donor, their officers, directors, agents, and employees from and against any and all claims and liability, loss, expenses, suits, damages, judgments, demands, and costs (including reasonable legal and professional fees and expenses) arising out of:

(1) the acts or omissions of Contractor, its employees, officers, directors, agents or its subcontractors;

(2) injury or death to persons, including officers, directors, employees, agents and subcontractors of Contractor, or loss of or damage to property, or fines and penalties which may result, in whole or in part, by reason of the buying, selling, distribution, or use of any of the goods or services purchased or provided under this Contract except to the extent that such damage is due to the negligence of ATIC;

(3) the infringement or violation of any patent, copyright, trademark, service mark, trade secret, or other proprietary interest of any third party resulting from ATIC use, distribution, sale, sublicensing, or possession of the goods (including software and all forms of written materials) or services purchased or provided, as authorized hereunder, or from the use or possession of said goods or services by ATIC, Donor, as authorized hereunder; or false claims submitted by Contractor or its subcontractors under this Contract or as a result of a Contractor misrepresentation of fact or fraud by Contractor.

B. Contractor shall defend and settle at its sole expense all suits or proceedings arising out of the foregoing, provided that Contractor has notice or is given prompt written notice of such claim or suit and, further, that Contractor shall be given necessary information, reasonable assistance and the authority to defend such claim or suit. Contractor shall not settle, compromise or discharge any pending or threatened suit, claim or litigation, arising out of, based upon, or in any way related to the subject matter of this contract and to which ATIC is or may reasonably be expected to be a party, unless and until Contractor has obtained a written agreement, approved by ATIC (which shall not be unreasonably withheld) and executed by each party to such proposed settlement, compromise or discharge, releasing ATIC from any and all liability.

C. If any of the goods or services provided by Contractor hereunder, including without limitation software and all forms of written materials, become the subject of a claim of infringement or violation of a third party's intellectual property, privacy and/or proprietary rights, Contractor shall, at its own expense, use its best efforts—

(1) to procure for ATIC the right to continue use and, if authorized under this Contract, distribution of the infringing goods or services or,

(2) to modify the goods or services to make them non-infringing, or to replace them with equivalent, non-infringing counterparts.

If none of the above-mentioned can be successfully implemented, then Contractor shall refund to ATIC all monies paid to the Contractor for the infringing goods and services.

9. Intellectual Property Rights

The ownership of all copyright and other intellectual property rights in respect of any data compilations, research, spreadsheets, graphs, reports, diagrams, designs, work products, software, or any other documents, developed in connection with this contract will exclusively vest in or remain with ATIC, which shall have all proprietary rights therein, notwithstanding that the Contractor or its employees may be the author of the intellectual property. All documents relating to the intellectual property or otherwise connected with this fixed price contract, the services, or duties must be returned or delivered to ATIC at the time of the expiration or termination of the contract. The Contractor agrees not to publish or make use of any of the intellectual property, or documents relating thereto, without the prior written approval of ATIC and proper attribution.

10. Modifications

Modifications to the terms and conditions of this subcontract, including any modification to the scope of work, may only be made by written agreement between authorized personnel of both Parties. Each Party shall give due notice and consideration to any proposals for modification made by the other Party.

11. Changes

According to ATIC procurement procedures, ATIC may at any time, by written order, and without notice to the sureties, if any, make changes within the general scope of this contract in the services to be performed.

If any such change(s) causes an increase or a decrease in the cost, or the time required for the performance, or any part of the work under the contract, an equitable adjustment shall be made in the contract price or delivery schedule, or both, and the contract shall be modified in writing accordingly. Any claim by the Contractor for adjustment under this contract must be asserted within 30 (thirty) days from the date of receipt by the Contractor of the modification or change.

12. Assignment and Delegation

This contract may not be assigned or delegated, in whole or in part, by the Contractor without the written consent of ATIC. Absent such written consent, any assignment is void.

13. Termination

ATIC reserves the unilateral right to terminate this fixed price contract at any time, paying for all deliverables completed at the time of termination and a pro-rata share of any deliverable in progress, in accordance with ATIC procurement procedures.

In the event that the Contractor fails to make progress so as to endanger performance of this fixed price contract, or is unable to fulfill the terms of this fixed price contract by the completion date, the Contractor shall notify ATIC forthwith and ATIC shall have the right to summary termination of this fixed price contract upon written notice to the Contractor.

ANNEX 1**TERMS OF REFERENCE****Brand strategy development and implementation
for the EU4Innovation Center in Cahul****Background**

THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”) is the business Organization uniting 45 companies. Umbrella Organization gathering over 5000 employees.

Being established in 2006, ATIC is the action leading association and the voice of the Moldovan ICT industry that promotes the development of the ICT sector in Republic of Moldova through viable partnerships between companies, similar organizations, government, state institutions and interna

Background of the Project

EU4Moldova: Startup City Cahul is a 4 year project financed by the European Union in Moldova through a delegated agreement with Sweden and implemented by the National Association of ICT Companies (ATIC). The project runs between September 2020-September 2024 based on the Commission Decision ENI/2019/042-243.

The overall objective of the Action is to harness and strengthen the potential of the digital economy and enhance regional competitiveness, its business, and its investment environment.

The specific project objectives are:

- Foster partnerships for innovation and entrepreneurship between the private sector, public sector and educational institutions in the region of Cahul.
- Promote technology, problem solving and creative solutions in learning and make STEM topics (Science, Technology, Engineering and Mathematics) more attractive for women and men, girls and boys.
- Facilitate the emergence of start-ups in innovative sectors, build their capacity and investment readiness.

One of the main activities of the project is construction and development of the EU4Innovation Centre in Cahul (further referred as “Centre”) to serve as a focal point for technological entrepreneurship, digital education, investment attraction, competitiveness enhancement and regional development in the South of Moldova. The Centre is planned to start construction in 2022 and open its doors end of 2022, beginning of 2023 for students, companies, freelancers, entrepreneurs. During the construction phase, the team will facilitate the legal setup of the Centre and building processes around. To ensure proper visibility and brand awareness, ATIC is looking for a team to support develop an appropriate branding for the EU4Innovation Centre (official document name).

Concept of the Centre

A critical part of this project will be the physical setup and technical endowment of 3-floored, 2800 m2 premises. All the proper planning, design, and architecture to fit the requirement of the Centre, as well as infrastructure, laboratories, furniture and special equipment necessary for trainings, co-working, co-living, conferences and other defined spaces will be developed and implemented based on a feasibility study assessment.

The Centre is located within the premises (in the campus) of the Cahul State University “B. P. Hajdeu” (USCH). The activity of the Centre is planned to compliment diversify and upgrade the range of the services and activities provided by the University.

ATIC has developed technical drawings of the Centre taking into consideration the following aspects to be completed:

- a) make it attractive for young people and entrepreneurs to remain in the Cahul region.
- b) increase the opportunities for young people, especially women, for employment and better jobs in the region.
- c) create premises where start-ups and small companies can operate.
- d) create space for leisure activities and adjacent infrastructure that make Cahul attractive. This is important for the quality of life for young tech specialists (for instance mini co-living space/accommodation facilities, sports infrastructure and other).

The Centre will be based on a combined approach, that strives to create nexus in various directions:

- a) Educational.
- b) Entrepreneurship.
- c) Connect tech with non tech verticals.
- d) Increase regional attractiveness.

The Centre will be located on the premises of the State University “Bogdan Petriceicu Hasdeu” from Cahul aiming to bring prestige to the host university, serve as a capacity building and attraction point in Cahul and deliver various services to facilitate technological development of the Cahul region:

1. Provide offices/coworking services in the region for the local companies and new comers.
2. Serve as an investment attraction point to relocate IT related teams to work in Cahul
3. Provide services aiming to support the local public authorities in digitalization.
4. Provide educational services for children, students, targeted priority groups such as women, entrepreneurs, youth.
5. Provide/host/facilitate/develop entrepreneurial programs such as trainings, acceleration programs, mentorship programs, business support services.
6. Provide access to conference, meeting rooms, and other shared infrastructure for the purpose of bringing various stakeholders and community together.

The Center is planned to offer the following facilities:

- 1 large event space for up to 250 attendees
- 2 small event space for up to 100 attendees
- 2 medium meeting rooms
- 4 small meeting rooms
- 4-6 training rooms
- Co-working environment of 300sq.m (30-50 desks)
- 10 various-sized office units
- A Mini Cafeteria
- Indoor and outdoor sports area
- Mini accommodation facilities to be able to host start-up programs and conference attendees

The Centre is planned to gather specific technological novelties and be equipped with all necessary equipment: TVs, LED screens, computers, software, printing areas, security systems, mini data Center, and other. The building will be aligned with A class energy efficiency requirements.

Specific Activities to be performed by the Centre:

Based on the analysis of the general framework and proposed scope, the following criteria and components should be considered for the EU4Innovation Centre:

- Non-commercial purpose:
 - creating conditions for increasing competitiveness;
 - diversifying the IT industry;
 - stimulating start-ups and focusing on digital innovation in all sectors of the economy
 - serving as a key focal element for digital innovation, investment promotion and regional competitiveness

- potential directions:
 - informational support;
 - Educational programs for children, youth, local public authorities and general public in the area of tech skills
 - Community driven initiatives related to entrepreneurship (educational programs, consulting, mentorship, regular community meetings, acceleration and investment promotion/attraction)
 - mentoring (e.g. entrepreneurial training and consultancy);
 - financing and post-financing support
 - Development of services and projects to build the local prestige of the university and local public authority
 - Provide coworking/conference/meeting rooms services for local tech community
 - Serve as an attraction point as a tech Center in Cahul
- Financing resources (state budget, donors, business partners):
 - reimbursable resources;
 - non-reimbursable resources.

The Center will provide a diversified range of services in the areas of:

Education:

- Children Activities to acquire tech skills
- Student trainings
- Lifelong learning
- Development of educational services suitable for local market expectations
- Development and/or hosting of hackathons/conferences/ other related to education.

Entrepreneurship:

- Trainings and mentorships tailored to start-ups stage of development
- Idea generation and validation
- Talent pool of experts – Mentors
- Promotional networking opportunities (local and international events)
- Funding.

Hosting services:

- Conference spaces
- Coworking spaces
- Small offices
- Café
- Other.

To ensure proper development of the EU4Innovation Centre, ATIC has hired Chisinau based and a Cahul based local team to develop activities prior to the Centre opening as part of the future operation of the facility. Currently the activities focus on entrepreneurial programs for youth, community events, educational activities in schools, educational activities for children as extracurricular options, lifelong learning activities for students, women and potential ICT sector employees, identification of local authority needs for digitalization. More than 1000 beneficiaries have gone through EU4Moldova: Startup City Cahul activities during the first 18 months. These activities are performed to build local capacity and support local community to enable the Centre's operation once it is opened.

To facilitate the Centre's visibility and proper brand awareness, ATIC requires support in development of a stand-alone branding, name and associated elements to create a positive perception of the future EU4Innovation Centre following the assignment objectives.

Objective of the assignment

ATIC is looking for a company with solid experience in branding area to provide phased support in brand strategy development and implementation for the future EU4Innovation Centre that will represent Moldovan tech ecosystem and development programs in the south of Moldova.

Scope of Work

The Company will work closely with the project team and will:

- Lead the development of a brand strategy in collaboration with the project team, will identify Centre's primary audiences, brand values, personality, value proposition, brand positioning and brand promise
- Lead the development of a name for the Centre, including logo and color use
- Develop brand messaging and train staff on its use
- Establish a visual identity for the Centre and create a visual identity standards manual or brand book that governs the use of the identity
- Develop a strategy for implementation/popularization of the brand
- Provide guidance on brand launch
- Assist with brand monitoring evaluation and surveys

Specific elements to be taken in consideration:

- Linked or very close to EU related activities
- The official name of the Centre is currently "EU4Innovation Centre", however we are exploring brand related names that might not include the letters "EU" or specific EU naming, however this remains at the final decision of the stakeholders;
- Tech friendly
- Specific for Cahul region, potentially embedding existing strong brand values
- Describing community, tech, entrepreneurship, education

The assignment is structured in three main inter-related phases, including tasks to be performed:

Phase I – Development of brand strategy, brand name, colors and logo, slogans:

- Lead and facilitate min 10 unstructured interviews, min 5 focus groups, and develop at least 3 different sales pitches and logos / graphics that resonate most with potential stakeholders and beneficiaries of the Centre;
- Considering the Centre's concept, design the full branding package associated with the deliverables list presented below;
- Develop and present a brand guide / manual, including the use of fonts, colors and image and provide them in various relevant formats
- Develop associated slogans and associated materials as per deliverable list

Phase II – Brand implementation:

- Develop a brand strategy and a brand implementation plan;
- Train the Project team and the main stakeholders on the application of brand strategy and its implementation;
- Develop a brand launch campaign and facilitate its roll-out.

Phase III - Brand Awareness Monitoring

- Assist the team with a 12-month brand awareness monitoring;
- Advise on social media presence and coverage;

- Perform a brand perception evaluation survey during the 6-12 months from the launch (TBD).

The assignment is expected to commence no later than 10 days after signing the contract.

Deliverables & Time frame:

#	Expected deliverables	Estimated Time frame
	Phase I – Development of brand strategy, brand name, colors and logo, slogans:	30 calendars days after contract signature;
1.1.	Findings of 10 unstructured interviews and 5 focus group discussions and at least 3 different sales pitches and logos provided	
1.2.	Proposed name and slogan of the center	
1.3.	Visual Identity with logo files in several visual formats provided	
1.4.	Key Messages/Slogans of the brand developed	
1.5.	Print collateral and templates (list) – e.g. Business card, Letter template, PPT,...developed	
1.6.	Brand Book or Visual Identity Standards Manual developed	
	Phase II – Brand implementation:	50 calendar days after contract signature
2.1.	Brand strategy and Brand implementation plan developed	
2.2.	Training on the use of brand for staff and the relevant stakeholders provided	
2.3.	Brand launch campaign developed and felicitation of its roll-out.	
	Phase III - Brand Awareness Monitoring	By March 2023
3.1	Brand awareness monitoring assistance provided;	
3.2.	Recommendations on social media presence and coverage provided	
3.3.	Brand perception evaluation survey conducted	TBD

Mandatory Documents To Be Submitted

Responsible companies are invited to submit their offers for the delivery of the assignment.

The applicants should submit the following mandatory documents:

1. Technical Offer:

General documents:

- Application form (FORM A)
- Letter of Transmittal (see FORM B)
- Certificate of Independent Price Determination (see FORM C)
- Certification Regarding Responsibility Matters (see FORM D)
- Evidence of Responsibility Statement (see FORM E)
- Copy of official registration and business license if applicable
- Company's / organization's profile (please include information on experience with Donor organizations and/or Donor driven projects)
- 2 Reference letters from top clients, from the last 3 years

Specific documents:

- Portfolio List with minimum 3 developed brand projects (please include projects for Donor organizations and/or Donor driven projects if available)
- List with biggest clients and provided branding services;
- Technical approach (describe steps, activities) to complete the assignment requested in the ToR – Annex 1
- List of proposed key staff and their CVs: Brand Specialist-Team Lead, Marketing Specialist, Graphic Designer.
- Other relevant information that proves company's qualification for the assignment.

2. Cost Offer (FORM F).

Minimum Qualification Criteria for applicant companies

The offers will be evaluated based on their compliance with the general requirements specified bellow. The applicant Companies (or in case of a Consortium requirements apply to the lead company) should:

- Be legally registered entity, not suspended or debarred;
- Have minimum 3 years of professional experience in Branding, Marketing, PR or other related fields;
- Have in its portfolio at least 3 (three) projects /technical expertise in branding strategy development and implementation; (please include logos, brand messages, other relevant info);
- Have key-qualified staff:
 - *Branding Specialist – Team Lead (higher education in one areas such as of marketing, business administration, management, economics or other related field; min. 7 year-experience in the field; Fluent in Romanian and Russian; English would be considered an asset);*
 - *Marketing Specialist (higher education in one areas such as of marketing, business administration, management, economics or other related field;; min. 5 year-experience in marketing; Fluent in Romanian and Russian; English would be considered an asset);*
 - *Graphic Designer (min. 3 year-experience in graphic design; Fluent in Romanian and Russian, English would be considered an asset).*

The Offeror could consider other non-key staff if it is required for the successful implementation of the present assignment. However, their competencies will not be evaluated.

Other preferred experience:

- Experience with international/donor organizations and/or Donor driven projects would be an advantage;
- Proven Experience with branding for IT related areas (proven in the portfolio or other documents).

Only qualified companies will be considered for further evaluation.

ATIC will evaluate the offers applying the combined scoring method (technical + financial scores), based on the criteria mentioned in the table above and make the award decision based on the highest scored offer.

EVALUATION METHOD

Submitted proposals for each lot will be evaluated against the evaluation criteria described below.

Eval. Criteria	Evaluation Sub-criteria	Maximum obtainable points
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Technical Evaluation		125 pts
1.	Company's General profile and experience	Up to 35 pts
	1.1. <i>Credibility / Reliability of the Offeror based on provided statements of satisfactory performance/reference letters for previously implemented projects in the last 3 years</i>	Up to 12 pts 8 pts (4 pts x 2 letters) Additional 2 pts per statement of positive performance/ref. letter if provided by international/donor organizations/donor funded projects
	Company's experience:	Up to 23 pts
	1.2. <i>Minimum 3 years of similar professional experience in providing branding/marketing services</i>	Up to 8 pts; 3 years of experience - 5 pts; for each additional year - 1 pt, up to 3 additional points
	1.3. <i>Experience with Donor organizations and or Donor driven projects,</i>	Up to 10 pts; Availability of experience - 10 pts; no experience – 0 pts
	1.4. <i>Proven Experience with branding for IT related areas (proven in the portfolio or other documents).</i>	Up to 5 pts; Availability of experience - 5 pts; no experience – 0 pts
2.	Technical approach to complete the assignment requested in the ToR	Up to 45 pts
	2.1. Relevance and comprehensiveness of the approach	Up to 24 pts
	2.1.1. <i>Is the proposal based on a preliminary analysis of the project environment and beneficiaries local context and was this data input properly used in the preparation of the proposal</i>	Up to 10 pts No preliminary analysis – 0 points; Preliminary analysis performed to some extent – 5 pts; Results/data from analysis included in the proposal – 10 pts
	2.1.2. <i>Is the scope of task well defined and does it correspond to the TOR?</i>	Up to 7 pts
	2.1.3. <i>Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?</i>	Up to 7 pts
	2.2. Brand Portfolio creativity and innovation (at least 3 (three) projects /technical expertise in branding strategy development and implementation)	Up to 21 pts Portfolio Creativity -up to 9 pts; up to 3 pts for each branding project; Portfolio innovation – up to 12 pts; up to 4 pts for each branding project;
4.	Key staff qualification:	Up to 45 pts
	4.1. Branding Specialist - Project Manager	Up to 19 pts
	Higher education in one areas such as of marketing, business administration, management, economics or other related field;	Up to 6 pts <u>Bachelor – 4 pts; Masters - 2 pts;</u>
	Professional experience in branding related areas;	Up to 10 pts 7 years – 7 pts; for each additional year - 1 pt, up to 3 additional points
	Knowledge of languages: -Romanian -Russian; -English	Up to 3 pts Yes- 1 pts, No – 0 pts Yes- 1 pts, No – 0 pts Yes-1 pts, No – 0 pts

	<u>4.2. Marketing specialist</u>	<u>Up to 17 pts</u>
	<i>Higher education in one areas such as of marketing, business administration, management, economics or other related field;</i>	<u>Up to 6 pts</u> <u>Bachelor – 4 pts; Masters - 2 pts;</u>
	<i>Experience in marketing related areas;</i>	<u>Up to 8 pts</u> <i>5 year-experience – 5 pts, for each additional year - 1 pt, up to 3 additional points</i>
	<i>Knowledge of languages:</i> <i>-Romanian</i> <i>-Russian;</i> <i>-English</i>	<u>Up to 3 pts</u> <i>Yes- 1 pts, No – 0 pts</i> <i>Yes- 1 pts, No – 0 pts</i> <i>Yes-1 pts, No – 0 pts</i>
	<u>4.3. Graphic Designer</u>	<u>Up to 9 pts</u>
	<i>Experience in graphic design</i>	<u>Up to 6 pts</u> <i>3 year-experience – 3 pts, for each additional year - 1 pt, up to 3 additional points</i>
	<i>Knowledge of languages:</i> <i>-Romanian</i> <i>-Russian;</i> <i>-English</i>	<u>Up to 3 pts</u> <i>Yes- 1 pts, No – 0 pts</i> <i>Yes- 1 pts, No – 0 pts</i> <i>Yes-1 pts, No – 0 pts</i>
Cost Eval.	Overall cost proposal provided <i>minimum offer - 50 pts;</i> <i>Evaluated offer pts = (lowest offer x 50 pts)/evaluated offer</i>	50 pts
Total Points – Technical and Cost Approach		175 pts

Minimum pass score – 70% of the technical score (88 pts). Offers that will not reach the minimum pass score will not be considered for the financial evaluation (financial offers will not be opened).

Duration of Assignments: The communication support services will be contracted for 1 year period.

Financial Offer: In compiling the financial offer, candidates shall be guided by the form provided by Annex 1.

Contract

ATIC will sign a service contract with the Individual Contractor Currency of the contract: MDL for Moldovan residents or EUR in case of foreign country residents). The contract may be partially assigned at the discretion of ATIC.

Payment

Payment will be made based on provided deliverables, based on certificates of acceptance for the provided services (and brief report if necessary) and payment documents, accepted by ATIC representatives. Payments will be processed in MDL to Moldovan residents (or EUR to foreign country residents).

Duty Station

Service delivery place is the Republic of Moldova.