

REQUEST FOR PROPOSAL (RFP)

Date: 02 August 2011

Dear Sir/Madam,

Subject: Provision of campaign for the promotion of good governance in the South and South West Serbia

Project: 00075632

Project Title: PROGRES

Case reference: UNOPS-PROGRES-2011-S-030

1. The United Nations Office for Project Services (UNOPS) is seeking qualified offers for the above-mentioned services. Your company is kindly invited to submit your best technical and financial offer for the requested services. Your proposal could form the basis for a contract between your firm/institution and the United Nations Office for Project Services (UNOPS).
2. To enable you to submit a proposal, please find enclosed:
 - a) Annex I: Terms of Reference (TOR), containing a description of UNOPS requirements for which these services are being sought – Attachment I;
 - b) Annex II: Proposal Submission Form, to be completed and returned with your proposal; and
 - c) Annex III: "General Conditions for UNOPS Contracts for Professional Services".

This letter is not to be construed in any way as an offer to contract with your firm/institution.



Manner of Submission

3. Your proposal shall be prepared in the English language.
4. Your proposal shall comprise the following documents:
 - a) Proposal Submission Form;
 - b) Technical Component; and
 - c) Price Component.
5. Your proposal shall be prepared in duplicate with one marked "Original" and the other TWO marked "Copy". In the event of any discrepancy between them, the original shall govern. The proposal shall be sealed in one outer and two inner envelopes, as detailed below.

The outer envelope shall be addressed as follows:

**ATTN: Provision of campaign for the promotion of good governance in the South
and South West Serbia**
PROJECT: PROGRES
United Nations Office for Project Services
Timocka 4, 18 400 Prokuplje

Both inside envelopes shall indicate your firm's name and address. The first inner envelope shall be marked "Technical Proposal" and contain the Proposal Submission Form and Technical Component of your proposal. The second inner envelope shall be marked "Price Proposal" and include your financial cover letter (paragraph 15, below) and Price Component.

6. Proposals must be received by UNOPS at the above address **on or before 21st September 2011**. Any proposal received after this date may be rejected. UNOPS may, at its discretion, extend the deadline for the submission of proposals, by notifying all prospective proposers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNOPS at its own initiative or in response to a clarification requested by a prospective proposer.
7. You are requested to hold your proposal **valid for 90** days from the deadline for submission. UNOPS will make its best effort to select a firm/institution within this period.
8. Assuming that a contract can be satisfactorily concluded by September/October 2011, the assignment is expected to commence in October 2011.
9. If you consider that your firm/institution does not have all the expertise for the assignment, there is no objection to your firm/institution associating with another firm/institution, particularly from a developing country, to enable a full range of expertise to be proposed. UNOPS strongly encourages association with a local firm/institution in the country of assignment. However, any invited firm/institution may not participate in more than one consolidated proposal. Similarly, a local firm/institution may associate with only one invited firm/institution that is making a proposal.

Any consulting, manufacturing or construction firm/institution with which you might be associated may not be eligible to participate in proposing/bidding for any services, goods or works which may result from or be associated with the project of which this assignment forms a part.

10. Please note that the cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.
11. Any requests for clarification should be referred to Procurement Unit, at the above address, e-mail progres.procurement@unops.org , telephone: **027/333-125**. Any written reply to a particular question may be copied to all other invited firms/institutions, at the discretion of UNOPS.
12. We would appreciate you informing us by e-mail or fax as to:
 - a) your receipt of this letter request for competitive proposals.
 - b) whether or not you will be submitting a proposal.
 - c) the date and mode of submission, in case you decide to submit a proposal.

Content of Proposal

Technical Component

13. The technical component of your proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

a) Description of the Firm and the Firm's Qualifications

A brief description of your firm/institution and an outline of recent experience on projects of a similar nature, including experience in the country and language concerned.

You should also provide information that will facilitate our evaluation of your firm/institution's substantive reliability and financial and managerial capacity to provide the services.

The following documents are to be submitted:

- Registration documents – Copy of the Certificate of State Registration;
- Annual Balance Sheets of the company and profit and loss statements for the 2008, 2009 and 2010;
- Company's relevant reference list (minimum five projects with details).
- List of completed projects (with the value of the projects) and list of contact persons of clients

b) Understanding of the Requirements for Services, including Assumptions

Include any assumptions as well as comments on the data, support services and facilities to be provided by the Government as indicated in the TOR, or as you may otherwise believe to be necessary.

c) Proposed Approach, Methodology, Timing and Outputs

Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person-months in each specialization that you consider necessary to carry out all work required.

d) Proposed Team Structure

The composition of the team which you would propose to provide in the country of assignment and/or at the home office, and the work tasks (including supervisory) which would be assigned to each. An organogram illustrating the reporting lines, together with a description of such organization of the team structure, should support your proposal.

e) Proposed Project Team Members

The curriculum vitae of the senior professional members of the team.

Price Component

14. Your separate price component must contain an overall quotation in a single currency, which may be either in US Dollars or in any convertible currency. If you opt for the latter and for evaluation purposes only, your proposal will be converted into US dollars using the United Nations rate of exchange in effect on the date submissions are due.
15. The price component shall have a cover letter wherein your firm/institution's authorized representative affirms the following:
 - a) a summary of the price; and
 - b) the period of its validity.In preparing your proposal, please note carefully from Annex III the various contract provisions regarding UNOPS policies on limitations on advance payments, retention, performance bonds, etc.
16. In addition, the price component must cover all the services to be provided and must itemize the following:
 - a) An all-inclusive rate per person-day (including honorarium and living expenses) for each team member to be assigned to the mission in the field and a rate for his/her work at the home office, if any.
 - b) An all-inclusive amount for international travel and related expenses (indicating number of round trips per team member).
 - c) An all-inclusive amount for local travel.
 - d) Other costs, if any (indicating nature and breakdown).
 - e) Summary of total cost for the services proposed. [N.B.: The remuneration received by your firm/institution and persons performing services for your firm/institution (other than nationals of the host country) normally will not be subject to tax liability in the host country].
 - f) A proposed schedule of payments, all of which must be expressed and will be effected in the currency of the proposal.
17. You should also indicate any comments or reservations to the draft form contract.

Payment Provisions

18. UNOPS' general policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the contract. Please refer to section 3.4 of the Model Contract for Services¹ that is enclosed as Annex III.
19. Please note that UNOPS' policy is not to grant advance payments except in unusual situations where the potential contractor/tenderer, whether a private firm, NGO or a government or other entity, specifies in the proposal that there are special circumstances warranting an advance payment. UNOPS, at its discretion, may however determine that such payment is not warranted or determine the conditions under which such payment would be made. In any case where an advance payment for **\$100,000** or more is requested and subsequently approved, UNOPS will normally require a **bank guarantee** or other suitable security arrangement.

20. Any request for an advance payment is to be justified and documented and must be submitted with the financial proposal. This justification shall explain the need for the advance payment, itemize the amount requested and provide a time-schedule for utilization of said amount. In addition, you must submit documentation regarding your financial status - e.g. audited financial statements at 31 December of the previous year and include this documentation with your financial proposal. Further information may be requested by UNOPS at the time of finalizing contract negotiations with the selected proposer.

Evaluation of Proposals

21. A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical component being completed prior to any price component being opened and compared. The Price Component will be opened only for those firms/institutions whose Technical Component meets the requirements for the assignment. The total number of points which a firm/institution may obtain for both components is [130].
22. The technical component, which has a total possible value of [100] points, will be evaluated using the following criteria:

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company / Other Entity				
				A	B	C	D	E
1.	Expertise of Firm / Organization submitting Proposal	30%	30					
2.	Proposed Work Plan and Approach	45%	45					
3.	Personnel	25%	25					
Total			100					

Technical Proposal Evaluation Form 1		Points obtainable	Company / Other Entity				
			A	B	C	D	E
Expertise of firm / organization submitting proposal							
1.1	Reputation of Organization and Staff (Competence / Reliability)	7					
1.2	General Organizational Capability which is likely to affect implementation (i.e. loose consortium, holding company or one firm, size of the firm / organization, strength of project management support e.g. project financing capacity and project management controls)	7					
1.3	Reliability (References, and letters of recommendations) – minimum 3 from International Organizations or reputable worldwide or national companies or government entities	7					
1.4	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UN/major multilateral/ or bilateral programmes At least 3 and more similar national/ international projects	9					
		30					

Technical Proposal Evaluation Form 2		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Proposed Work Plan and Approach							
2.1	To what degree does the Offeror understand the task?	8					
2.2	Have the important aspects of the task been addressed in sufficient detail?	9					
2.3	Time schedule and manpower estimates?	8					
2.4	Is the scope of task well defined and does it correspond to the TOR?	10					
2.5	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	10					
		45					

Technical Proposal Evaluation Form 3		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Personnel							
3.1	General Qualification						
	Suitability for the Project and educational background	7					
	Knowledge of the region	5					
	Professional Experience in the area of specialization	8					
	Language Qualifications	5					
		25					

23.

- The Price Component of any proposal will only be evaluated if the Technical Component of that proposal achieves a minimum of 70 points. Proposals failing to obtain this minimum threshold will not be eligible for further consideration.
- The maximum number of points for the Price Component is 30. This maximum number of points will be allocated to the lowest price proposal. All other price proposals will receive points in inverse proportion according to the following formula:

Points for the Price Component of a proposal being evaluated =

$$\frac{[\text{Maximum number of points for the Price Component}] \times [\text{Lowest price}]}{[\text{Price of proposal being evaluated}]}$$

24. Please note that the UNOPS is not bound to select any of the firms/institutions submitting proposals. Furthermore, since a contract will be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to UNOPS's general principles, including economy and efficiency, UNOPS does not bind itself in any way to select the firm/institution offering the lowest price.

25. Supplier eligibility

Suppliers shall not be eligible to submit an offer when at the time of bid submission:

- Suppliers are already suspended by UNOPS, or,



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- b) Supplier's names are mentioned in the UN 1267 Terrorist list issued by the Security Council resolution 1267, which establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban, or,
- c) Suppliers are suspended by the UN Procurement Division (UN/PD), or,
- d) Suppliers have been declared ineligible by the World Bank

Furthermore, as a condition of doing business with UNOPS it is necessary that suppliers, their subsidiaries, agents, intermediaries and principals cooperate with the Office of Internal Oversight Services (OIOS) of the United Nations, UNOPS Internal Audit and Investigations Group (IAIG) as well as with other investigations authorized by the Executive Director and with the UNOPS Ethics Officer (during preliminary reviews in line with UNOPS whistle blower policy) as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives, agents and assignees of the supplier; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNOPS to repudiate and terminate the contract, and to debar and remove the supplier from UNOPS's list of registered suppliers.

26. Information regarding Bid Protest can be found at:

<http://www.unops.org/english/whatwedo/services/procurement/Pages/Procurementpolicies.aspx>

27. An invitation to submit proposals has also been sent to other firms: N/A

Yours sincerely,

Pre-cleared by:

Procurement Advisor
Afrim Cejku
Programme/Procurement Officer

Date:



Approved by:

UNOPS Designated Officer:
Graeme Tyndall
PROGRES Programme Manager

Date:



ANNEX I: TERMS OF REFERENCES

Campaign for the promotion of good governance in the South and South West Serbia

1. BACKGROUND

The European Partnership with Municipalities Programme (PROGRES) is a joint action of the European Union, the Government of Switzerland and the Government of Serbia, designed to enhance stability and socio-economic development in the South and South West Serbia. In a holistic manner, PROGRES will endeavour to accelerate growth and improve the overall conditions in the Programme Area. The United Nations Office for Project Services (UNOPS) is implementing the Programme.

PROGRES activities are divided into four components, and the Programme is expected to deliver eight results, as follows:

Component 1: Good Governance (a cross cutting theme underpinning all components)

Result 1: Participatory, accountable and transparent governance, respecting human rights

Component 2: Municipal Management and Development Planning

Result 2: Municipal organizational effectiveness and efficiency improved and capacities to deliver services to citizens and business increased

Result 3: Capacities for planning municipal and regional sustainable development strengthened and relevant development documents created

Component 3: Physical, Economic and Social Infrastructure

Result 4: Projects and project documentation prepared for key economic, environmental and social projects

Result 5: Project financing facilitated through enabling contacts with ministries, donors and other projects

Result 6: Selected projects financed and implemented through the Programme

Component 4: Public Awareness and Branding of Areas

Result 7: Awareness of the need for, the logic of, and the effects of changes communicated to a broad public

Result 8: A plan to develop the areas' images and self-images as unique areas of Europe are established and implementation begun.

Direct beneficiaries of all activities are the twenty five municipalities taking part in the PROGRES:

- Ivanjica, Nova Varoš, Novi Pazar, Priboj, Prijepolje, Raška, Sjenica, and Tutin in the South West
- Blace, Žitorađa, Kuršumlija, Prokuplje in the Toplički district
- Bojnik, Vlasotince, Lebane, Leskovac, Medveđa, Crna Trava, Bosilegrad, Bujanovac, Vladičin Han, Vranje, Preševo, Surdulica, Trgovište in the South Serbia.²

Good Governance

The concept of good governance entails accountable, transparent, non-discriminatory and efficient performance of the local government. Furthermore, it denotes a strong, participatory civil society, and independent media, which are constantly engaged with the local government.

² Further mentioning of 25 municipalities in the text refers to the ones that are listed in this paragraph.

In good governance, the information flow between Local Self Government (LSG) and citizens is constantly enhanced; the competence and responsiveness of the organisations to citizens' needs grows; finally, citizens are capacitated to access entitlements to public services in a non-discriminatory fashion.

Good governance enables strong partnerships on the local and regional level and continually proves its ability to attract investments, both national and international.

The following are short explanations of five core good governance principles that are foundation for PROGRES approach:

Accountability

A good state is ultimately accountable to its people, i.e. the citizens. Accountability can be expected only if:

- the responsibilities are assigned clearly (i.e. if there is a clear mandate for the state and for each of its bodies)
- there are mechanisms to call the responsible actors to account (i.e. if they are compelled to inform on their deeds and to justify for their deeds)
- There are mechanisms to hold the actors accountable (i.e. if there are sanctions in case an actor did a bad job).

Accountability must always be ensured towards the instance who has actually given a mandate. Ultimately, the mandate comes from the citizens, but there are also lot accountability-relationships within the state (i.e. between different state bodies). In a decentralised state the local level is accountable towards the local citizens, but also to the central state. A clear concept (who is responsible for what, who has to inform whom about what issues and who can decide about sanctions) is of utmost importance.

Transparency

This principle is closely linked with accountability (i.e. with the mechanisms to call to account). It includes a multitude of arrangements which all are targeted at achieving traceability of the State's actions which can be grouped into the following three categories:

- Quest for transparency of the organisation and of the procedures
- Mechanisms granting information to the general public (=publicity of the State's actions)
- Mechanisms ensuring the necessary information flow within the State (both horizontally, i.e. between bodies of one state level and vertically, i.e. between local and Central State).

Participation

A good state gets its legitimacy from the citizens and includes the citizens in at least the most important decision-making processes. The most basic instrument for citizens' participation are elections. But there should be other formalised mechanisms granting a possibility to citizens or the civil society to participate in decision-making-processes of the state. A distinction is to be made between strong mechanisms, i.e. mechanisms granting direct decision-making authority (i.e. vote in a referendum) and soft mechanisms, i.e. mechanisms granting a possibility to contribute otherwise (without decision-making authority, e.g. budgetary hearings).

Efficiency

State resources are ultimately citizens' resources. A good state therefore makes sure that these resources are used wisely. Again, the principle has many dimensions and includes, e.g. issues of

- how to organise the task fulfilment (e.g. : make or buy, appropriate management tools),
- how to finance tasks (i.e. financial planning, structure of resources (taxes, fees, criteria),
- how to organise a sound accounting system
- inter-municipal cooperation and its proper organisation
- organisation of the administration
- Logistics
- Etc.

Non-Discrimination

The composition of the population within a public entity is never homogeneous. The state therefore must ensure that no discrimination of certain groups of the population (i.e. women, poor, ethnic, religious or linguistic minorities) occurs and it must develop counter-strategies where discrimination seems to occur, i.e. by integrating marginalised groups.

Non-discrimination is of special importance in the following fields:

- Representation of marginalised groups at the political and the administrative levels
- Definition of public tasks
- Allocation of public resources
- Awarding of public contracts (public procurement and public employment)

Within the Component 4: Public Awareness and Branding of Areas, PROGRES will support development and implementation of the campaign promoting good governance in 25 municipalities in the South and South West Serbia. This intervention will raise awareness of LSG, civil society and general population in the South and South West Serbia about the good governance concept and five core principles. The campaign will also contribute to stronger engagement of civil society and citizens in local decision making processes and facilitate enhanced accountability and transparency in LSG performance.

2. JUSTIFICATION OF THE INTERVENTION

The Republic of Serbia has embedded principles of good governance in her legal framework, starting from the Constitution and then through a set of systematic laws. In addition to creation of a solid legal framework, over past years in Serbia, a lot of efforts have been invested to promote greater openness, accountability, transparency and efficiency in the government performance. This is relevant both at the central and local levels.

These efforts have resulted in some progress: increasingly effective work of independent regulatory bodies (at the state level) or improvements of access to municipal service through the establishment of Citizens Assistance Centres (locally). However, there is a need for further development. This is specially the case in underdeveloped areas that were often sidestepped from the reforms.

In two PROGRES areas of responsibility, South and South West Serbia are considered the most underdeveloped parts of country that have undergone years of turbulence and uncertainty. One of the main challenges lies in the fact that, people live in a sea of apathy and distrust, and remain reluctant to see any change as a good phenomenon.

Awareness of comprehensive good governance concept and its importance for the development almost does not exist. The governance is equated with the government meaning that authorities often maintain monopoly on decision making. Furthermore LSGs demonstrate high level of inertia when embarking on reforms or implementing established mechanisms contributing to greater accountability and transparency in their performance; they invest insufficient efforts to enable and encourage citizens' participation. Citizens, in addition, have limited understanding of significance of their engagement and often are not aware of ways in which they could influence local policies, while civil society organizations in underdeveloped municipalities generally remain weak.

It is therefore necessary to bring closer the concept of good governance to LSGs, civil society, present and future community leaders and general population. Three aspects may be of particular importance: promotion of good governance as the concept which recognizes that power exists inside and outside institutions and that

it includes role for civil society and private sector; affirmation of key five principles that make up good governance: accountability, transparency, participation, non-discrimination and efficiency, in a simple, comprehensive and pragmatic fashion; and improving understanding of LSGs with regard to significance of good governance for socio-economic development.

It is also important to raise awareness of citizens about means enabling their participation in decision making at the local level and increase their understanding of importance of their engagement. Efforts facilitating greater accountability and transparency in LSGs performance are also needed.

Having in mind the above-noted, PROGRES will, as envisaged by the Programme Document - Section 2 - Intervention, Subsection 2.4 - Activities, Paragraph 7.2, support implementation of a campaign promoting good governance in the South and South West Serbia.

3. OBJECTIVES OF THE INTERVENTION

The long term objective of the intervention is to contribute to enhanced good governance in the South and South West Serbia.

The immediate objective of the intervention is to develop and implement campaign promoting good governance and encourage citizens' participation in local affairs in 25 municipalities of the South and South West Serbia.

The following are specific objectives of the project:

- To raise awareness of about basics of good governance concept and its five key principles: accountability, transparency, citizens' participation, non-discrimination and efficiency³.
- To raise public awareness about means for and importance of citizens' participation in the decision making at the local level.
- To increase citizens' understanding of roles and competencies of the local governments.
- To encourage and advocate for more efficient and effective utilization of mechanisms facilitating accountable, transparent and participatory governance.

4. OUTPUTS

- Comprehensive plan for the implementation of good governance campaign, **to be submitted within the technical proposal** of the bid. The Plan must contain minimum the following sections: problem description, objectives, implementation methodology/approach, presentation of good governance principles adjusted to general public, clear and compelling messages, general and specific target audiences, media campaign details, monitoring and evaluation plan with clear and measurable indicators of achievements, and detailed activity plan. In addition, the plan will include simple, distinctive and memorable suggestions for the campaign slogan, logo and visual identity, promoting good governance and/or inspiring citizens' engagement in local affairs. PROGRES reserves the right to request modifications of the suggested messages, slogan, logo and visual identity and must approve

³ The selected client should use the description of five core good governance principles provided in the Background section of this ToR when developing and implementing campaign. It is instrumental to present five principles in a way that is understandable

the final versions.

- Developed, produced and distributed at least the following campaign promotional items and publications:
 - Facts sheet (minimum quantity: 5,000)
 - Leaflet (minimum quantity: 10,000)
 - Brochure (minimum quantity: 2,500)
 - One main campaign poster and five posters promoting each of five main good governance principles (total minimum quantity: 2,000)
 - Means of indoor and outdoor visual communications.

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 vector format must be provided to the Programme.

- Media component of the campaign targeting general population of at least 20 municipalities and contributing to campaign objectives. Elements of the media component could be specifically produced audio and/or video programmes and written materials and/or advertisements. The campaign must include broadcast or publishing of appropriate media materials in at least four local TVs, four radio stations, two web portals, and two print media from the PROGRES South Serbia municipalities; at least two local TVs, two radio stations, one web portal, and one print outlet from the PROGRES South West Serbia municipalities. This component of the campaign should generate at least 60 media pieces about good governance. PROGRES will assist in the development of specific programmes or materials and approve the final versions.
- Report on implementation of media component of the campaign, including detailed overview of achieved coverage and qualitative and quantitative analysis.
- Public events in at least five PROGRES municipalities, of same or different format, contributing to specific objectives of the campaign and directly targeting minimum 250 persons from civil society, community leaders, students and youth. The events may be workshops, competitions, street events, quizzes and similar. These functions need to generate at least 10 reports in national and 20 reports in regional and local media attention and further transfer the campaign messages to a larger number of people. PROGRES will attend events and encourage participation of relevant audiences.
- Report on each conducted public event.
- Advocacy efforts designed, implemented, and supported specific improvements in access to information of public interest in at least two PROGRES municipalities and in accordance with the relevant Law. PROGRES should be consulted and approve the approach.
- Report on each conducted advocacy effort.
- Identified and supported⁴ at least two cases of citizens' direct participation in the local decision making through means envisaged by the Law on Local Self Government: citizens' initiative, citizens' meeting and referendum. The cases should bring qualitative and quantitative improvements in comparison with present practices. PROGRES should be consulted and approve the approach.
- Report on each supported case of citizens' direct participation.

⁴ Support should not include financial assistance but rather mobilization, provision of information, education and advocacy of a particular case.

- Final report presenting and analysing conducted activities, outputs, potential impact of implemented activities, in a clear and easily understandable format.

5. ACTIVITIES

- Get in depth understanding of PROGRES Programme Document and of good governance approach.
- Conduct research to understand good governance situation in the South and South West Serbia.
- Develop Comprehensive Plan for Good Governance Campaign contributing to specific objectives.
- Hold meeting with the selected PROGRES staff in one of the Programme offices⁵ within preparations of campaign activities and in order to understand good governance efforts.
- Develop memorable, distinctive and simple slogan, logo and visual identity. The slogan should encourage citizens' engagement in local affairs.
- Ensure explanations of five good governance principles are simplified and pragmatic in order to be comprehensible to general public.
- Develop and implement media component of the campaign.
- Develop and produce promotional items and publications which contribute to campaign objectives, as per description in the outputs section of this ToR.
- Design and implement public events in at least five PROGRES municipalities with an aim to contribute to campaign objectives.
- Identify, prepare and conduct advocacy efforts in order to support specific improvements in access to information of public interest in accordance with the relevant Law and in at least two PROGRES municipalities.
- Identify, support and implement at least two cases of citizens' direct participation in the local decision making. Invest efforts to mobilise involvement and support from target audiences.
- Establish regular cooperation and coordination with campaign stakeholders, including LSGs, civil society, leading good governance players and media. Ensure engagement of afore-mentioned stakeholders, as appropriate.
- Maintain regular communication with PROGRES throughout the implementation of activities. Agree monthly and weekly work plans with PROGRES throughout the implementation of the activities and communicate with the Programme on a daily base when needed and appropriate.
- Provide relevant project materials in electronic format, and possibly hard copies, as per agreement with PROGRES.
- Publicise and promote the work done within the campaign.
- Ensure appropriate visibility for the Programme and especially its donors: the European Union and the Government of Switzerland, throughout the implementation of activities and in accordance with the guidelines that will be provided by PROGRES.

6. INPUTS AND REQUIREMENTS

Contribution from the Programme

- PROGRES will be involved in development, fine tuning, approval and implementation of majority of campaign elements.
- Programme staff will participate in key activities, when appropriate, and will advocate for participation of relevant stakeholders in the selected activities.
- PROGRES will provide communications/PR support for the implementation of campaign.

⁵ Prokuplje, Novi Pazar or Vranje
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Client's input

Client will be responsible to cover all the costs for the overall implementation of the campaign, in accordance with this ToR. For more information please refer to financial part of the proposal.

Requirements for client

The selected client must have proven expertise and experience in:

- Democratization of society
- Promotion of greater accountability, openness and transparency of the local government
- Communication work
- Project management work.

The applicant shall produce at least three references for similar projects implemented, as well as the CVs of the proposed members of project team. The offers with less than three references will not be evaluated.

7. MONITORING AND REPORTING

The following reports will be expected from the service provider:

- Monthly progress reports (after first month and thereafter)
- Reports on the conduct of particular campaign activities described in the section Outputs.
- Final report assessing and analyzing effects of the conducted activities, to be submitted 30 days upon completion of the intervention.
- The PROGRES will monitor implementation, and provide technical and programmatic advice as necessary and available.
- All reports must be submitted in English language.

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

Data collected, analysis, developed design and materials and reports will remain the intellectual property of PROGRES implementing organisation - UNOPS.

8. GENERAL CONDITIONS**a. Intervention limitations**

- It is necessary to ensure to the extent possible balanced geographic distribution of specific campaign activities between 25 municipalities.
- Campaign activities should not directly target the issue of public budgetary hearings and gender as these are covered by other PROGRES activities.
- Campaign activities should not directly target the issue of citizens' participation at the elections and must remain politically neutral at all times.

b. Participation of CSOs from the South and South Serbia

- Consortium including civil society organizations registered and with the seat in the South and South West Serbia is encouraged.

c. Timeframe

- Indicative campaign implementation start is September 2011. The campaign should last six months.

ANNEX II: PROPOSAL SUBMISSION FORM

Project No. 00075632

TO: United Nations Office for Project Services - PROGRES
Timocka 4, 18 400 Prokuplje

Dear Sir/Madam:

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we the undersigned, offer to supply the required services for the sum as may be ascertained in accordance with the Price Component attached herewith and made part of this proposal.

We undertake, if our proposal is accepted, to commence and complete delivery of all items in the contract within the time frame stipulated.

We understand that you are not bound to accept any proposal you may receive and that a binding contract would result only after final negotiations are concluded on the basis of the Technical and Price Components proposed.

Dated this _____ day of _____ 20____.

Signature

(in the Capacity of)

Duly authorized to sign proposal for and on behalf of:

FINANCIAL OFFER

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

International/National travels (a)	Quantity (b)	Cost (c)	Currency (d)	Total (e)=(b)x(c)
GRAND TOTAL				

Other Costs (description)	Cost
GRAND TOTAL	

Description	Total Cost
Promotional material	
Media component	
Public events	
Advocacy efforts	
Cases of direct citizens' participation	
GRAND TOTAL	

ANNEX III: UNOPS General Conditions for Contracts for Professional Services

In the event of a contract the UNOPS General Conditions for Contracts for Professional Services will apply. They are available at:

<http://www.unops.org/english/whatweneed/Pages/Guidelinesforsuppliers.aspx>