



Date: 25/09/202

## REQUEST FOR QUOTATION RFQ N° UNFPA/MDA/RFQ/024 – Logistics and Visibility Support Services

Dear Sir/Madam,  
UNFPA hereby solicits a quotation for the following services:

**“Event concept development, logistics, and communication support services for  
16 Days Against GBV campaign”.**

### **I. About UNFPA**

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. In Moldova, UNFPA works in 4 main areas: Youth development, Sexual and Reproductive Health, Gender Equality and prevention of Gender-Based Violence (GBV), and Demographic Resilience. To read more about UNFPA, please go to: [UNFPA about us](#)

### **Service Requirements/Terms of Reference (ToR) Objectives and scope of the Services**

- **Background information**

As part of its GBV interventions, UNFPA Moldova is focusing on the prevention and response to Technology-Facilitated GBV (TFGBV), an increasingly alarming issue affecting women, girls, and young people. Since 2023, UNFPA has been running in Moldova the #bodyright campaign, a social movement against TFGBV that advocates for the protection of human bodies online. Through this campaign, UNFPA has organized various awareness-raising activities targeting policymakers and youth, driving important legislative changes. In August 2024, the Law on the Prevention of Domestic Violence and GBV was revised and, for the first time, included provisions on TFGBV.

Despite this progress, TFGBV cases continue to rise, as seen in the recent image-based sexual abuse incidents on Telegram channels involving dozens of women and girls. There is an urgent need for stronger advocacy from opinion leaders, influencers, and media to better regulate TFGBV and improve protection for victims. In parallel, public awareness campaigns are essential to inform and educate people about prevention and self-defence methods.

One of the key challenges in addressing TFGBV is the perpetuity of the phenomenon and the anonymity of perpetrators. With the rise of AI and social networks, risks for women and young people—both girls and boys—are escalating. There is a need to pressure tech giants like META platforms, Telegram etc to better regulate their policies and ensure the safety of adolescents, youth, and women. Additionally, working with tech companies to implement safety-by-design principles, ensuring data privacy and confidentiality, is crucial.

Engaging men and boys as key actors in combating TFGBV and serving as role models for safe behaviours is vital in challenging stereotypes and gendered disinformation.



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In line with this, UNFPA aims to continue the #bodyright campaign with awareness-raising interventions as part of the 16 Days of Activism against GBV from **25 November to 10 December 2024**. UNFPA seeks to engage a creative agency to support organizing a photo project featuring influential men and provide professional event management services.

**UNFPA welcomes creative proposals from agencies to shape a public debate around TFGBV, reflecting the recent developments in this area, including progress, challenges and next steps.**

- Outputs / Deliverable(s)

Description	Quantity	Timeframe
<p><b>A creative photoshoot concept</b> with influential men, including opinion leaders, decision makers, from Moldova having a stand against GBV (the list of people will be coordinated with UNFPA), and support positive behaviors, gender equality, digital safety. The photoshoot will include the rent of a professional photo studio, arrangement of the background/décor, at least 10 quality photos per session, engaging 20 men.</p> <p>The photos will be used for a social media campaign to be launched as part of 16 Days against GBV. The company is expected to develop a social media plan to feature the photos and suggests the platforms and modalities for promotion.</p>	<p>20 photo shoots organized, 10 quality photos per session delivered</p> <p>1 social media plan developed</p> <p>Photo campaign in social media delivered, and KPIs established</p>	<p>10-22 October 2024</p>
<p><b>Concept and agenda of a public event</b> to boost a national dialogue among stakeholders on the topic of TFGBV, engaging: policy makers, ambassadors, journalists, digital rights activists, tech companies.</p> <p>The concept shall be developed in collaboration with UNFPA and include the main ideas for the discussion, the key messages, and the proposed format. A moderator is expected to be engaged to lead the dialogue.</p>	<p>Concept note</p> <p>Agenda</p>	<p>By 20 October 2024</p>
<p><b>Logistic and event management services</b></p> <p>Organize the setup of 2 hours event, for max. 80 participants, with the visibility elements, including banners and flags which will be provided by UNFPA.</p> <ol style="list-style-type: none"> <li>1. Rent of the event space to accommodate 80 people</li> <li>2. Technical equipment (Lights, video and sound system,)</li> <li>3. Decorations and thematic arrangements of the venue.</li> <li>4. Transportation of the flags, banners and other event materials to the venue and back to the UN House.</li> <li>5. Translation services Ro/En and vice versa (2 hours)</li> <li>6. Refreshments for the participants</li> </ol>	<p>1 event organized</p>	<p>25 November 2024 – exact date to be confirmed at a later stage</p>
<p><b>Communication support services</b></p> <ol style="list-style-type: none"> <li>1. Photographer &amp; videographer for the event</li> <li>2. 1 human interest story to be screened at the event</li> <li>3. At least 4 influencers to be engaged</li> <li>4. Visuals and conference branding &amp; design</li> <li>5. Visibility items: 100 laptop bags personalized in the branding of the campaign</li> <li>6. Live broadcasting of the event</li> </ol>	<p>At least 30 quality, edited photos will be offered immediately after the event, another 50 edited photos will be offered within 24 hours of the event.</p>	<p>25-30 November 2024</p>



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<p>7. Participation in 1 thematic TV show or podcast on this topic.</p> <p>8. Video shorts/ reels with key messages from speakers highlighting main ideas</p> <p>9. Monitoring and KPI post-event.</p>	<p>1 human interest story</p> <p>A list of potential 10-15 influencers for choice.</p> <p>1 digital key visual, banners for speakers.</p> <p>2 printed banners</p> <p>100 laptop bags with branding of the campaign</p> <p>1 TV show organized</p>	
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All deliverables should be endorsed by UNFPA and shall be provided in English and Romanian languages, both in hard and electronic copies.

**Institutional Arrangements**

The Contractor will be awarded a contract with UNFPA for the delivery of services applied for and will work under the guidance of designated Communications Analyst.

The UNFPA will provide all available relative documentation, facilitate first contacts, access to the site and communication with stakeholders while Contractor will be responsible for arranging all necessary transportation and logistics arrangements, obtaining all needed permissions and establishing and maintaining of good working relationships with all involved parties.

**Duration Of Work**

- a) The estimated duration of works is maximum 2 months. The expected time of commencement of contract is October 2024;
- b) UNFPA will require maximum of 14 (fourteen) days (depending on the implementation stage) to review the deliverables, provide comments, approve or certify acceptance of deliverables.

**Qualifications Of the Successful Service Provider at Various Levels:**

The offers will be evaluated based on their compliance with the requirements specified in Section VI below.

The key-personnel must include a minimum of:

- 1 (one) TEAM Leader – responsible for the concept development, programmatic approach and overall coordination of the project
- 1 (one) Communication specialist with media/ social-media experience and good writing skills
- 1 (one) Graphic Designer

The Contractor could consider other non-key personnel if it is required for the successful implementation of the present assignment.

Tenderers shall provide information on the Project Team proposed to manage this assignment outlining details including:

- a) Details of qualifications and relevant experience of each of the proposed team members;
- b) Details of their roles/responsibilities for accomplishment of the above listed tasks as well as level of effort (estimated for each staff member in working days).

**II. Questions**

Questions or requests for further clarifications should be submitted in writing to the contact person below:



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Name of contact person at UNFPA:	Iurie Tarcenco
Tel No:	+373 79785684
Email address of contact person:	<a href="mailto:tarcenco@unfpa.org">tarcenco@unfpa.org</a>

The deadline for submission of questions is 08 October 2024 (Moldova local Time). Questions will be answered in writing and shared with parties as soon as possible after this deadline.

**III. Eligible Bidders**

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally constituted company that can provide the requested services and have legal capacity to enter into a contract with UNFPA to perform in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

**IV. Content of quotations**

Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration Form **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

- a) Technical proposal, in response to the requirements outlined in the service requirements / TOR.
- a) Signed Declaration Form, to be submitted strictly in accordance with the document.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company’s relevant authority and submitted in PDF format.

**V. Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form and are to be sent by email to the contact person indicated below no later than: **Tuesday, 09 October 2024 at 16:30 PM Moldova Local Time**<sup>1</sup>.

Name of contact person at UNFPA:	Iurie Tarcenco
Email address of contact person:	<a href="mailto:tender.mda@unfpa.org">tender.mda@unfpa.org</a>

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
  - UNFPA/MDA/RFQ/2024/024 – [Company name], Technical Bid
  - UNFPA/MDA/RFQ/2024/024 - [Company name], Financial Bid

<sup>1</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>



- Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- Please submit your quotation in MDL (local suppliers) and in USD (international supplier) currency. Conversion of currency into the UNFPA preferred currency, if the offer is quoted differently from what is required, shall be based only on [UN Operational Exchange Rate \(https://treasury.un.org/operationalrates/OperationalRates.php\)](https://treasury.un.org/operationalrates/OperationalRates.php) prevailing at the time of competition deadline.
- It is the Bidder’s responsibility to assure compliance with the submission process. If the envelopes or emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the bid’s misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

**VI. Overview of Evaluation Process**

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

**Technical Evaluation**

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Professional experience of the company staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.) 1) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting other functions, etc. (10 %) 2) CVs demonstrating qualifications and certificates must be submitted (10 %) 3) Track Record – list of clients for similar services as those required by UNFPA, indicating description of contract scope,	100		30%	



contract duration, contract value, contact references. (10 %)				
Specific experience and expertise relevant to the assignment (Minimum 3 years in the field of PR & Communication industry (3 years – 20 %, each additional year 5pts up to 30 %)	100		30%	
Profile of the company proposed methodology and relevance to the Project  1) The Service Provider must describe how it will address/deliver the demands of the RFQ; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work (15 %) 2) The Service Provider must show proposed implementation plan describing clearly how the activities will be undertaken together with a comprehensive and logical work plan. Demonstration of the ability to integrate innovative storytelling and novel production approaches (15 %) 3) Experience working on: a similar project, evidenced by 3 sample projects, or working with the UNFPA or other UN and international organizations on a similar project (10 %)	100		40%	
<b>Grand Total All Criteria</b>	<b>300</b>		<b>100%</b>	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100





Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

**Total score**

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$$

**VII. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order to the Bidder(s) that obtain the highest total score.

**VIII. Right to Vary Requirements at Time of Award**

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

**IX. Payment Terms**

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

**X. Fraud and Corruption**

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA’s policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by



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the Executive Director and with the UNFPA Ethics Advisor 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 vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

### **XI. Zero Tolerance**

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

### **XII. RFQ Protest**

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit Karina Nersesyan at [nersesyan@unfpa.org](mailto:nersesyan@unfpa.org). Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Supply Chain management Unit at [procurement@unfpa.org](mailto:procurement@unfpa.org).

### **XIII. Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

Prepared by:

DocuSigned by:  
*Iurie Tarcenco*  
 85CA7739315F46C...

Tarcenco Iurie/ Procurement Analyst

Tel. No. +373 79785684

Email: [tarcenco@unfpa.org](mailto:tarcenco@unfpa.org)

Approved by:

DocuSigned by:  
*Karina Nersesyan*  
 FDB85A2300DB4C3...

Karina A. Nersesyan, Ph.D

Representative for Republic of Moldova

UNFPA Moldova





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### PRICE QUOTATION FORM

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	<a href="#">Click here to enter a date.</a>
<b>Request for quotation N°:</b>	UNFPA/MDA/RFQ/2024/024
<b>Currency of quotation:</b>	MDL
<b>Validity of quotation:</b>	

*(The quotation must be valid for a period of at least 3 months after the submission deadline)*

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Item	Description	Deliverable	Daily fee rate to be committed	Total
<b>Deliverables</b>				
1	A creative photoshoot concept	20 photo shoots organized, 10 quality photos per session delivered 1 social media plan developed Photo campaign in social media delivered, and KPIs established		
2	Logistic and event management services. Organize the setup of 2 hours event	1 Event organized		
3	Concept and agenda of a public event developed	1 concept note 1 agenda Key messages		
4	Communication support services	At least 30 quality, edited photos will be offered immediately after the event, another 50 edited photos will be offered within 24 hours of the event. 1 human interest story A list of potential 10-15 influencers for choice. 1 digital key visual, banners for speakers. 2 printed banners 100 laptop bags with branding of the campaign 1 TV show organized		
<b>Total Contract Price</b>				MDL

*Vendor's Comments:*



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I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/MDA/RFQ/2024/024 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA, and we will abide by this quotation until it expires.

	<a href="#">Click here to enter a date.</a>	
<b>Name and title</b>	<b>Date and place</b>	



## DECLARATION FROM

The undersigned, being a duly authorized representative of the Company represents and declares that:

1	The Company and its Management <sup>2</sup> have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:	YES	NO
	a. Fraud;	<input type="checkbox"/>	<input type="checkbox"/>
	b. Corruption;	<input type="checkbox"/>	<input type="checkbox"/>
	c. conduct related to a criminal organization;	<input type="checkbox"/>	<input type="checkbox"/>
	d. money laundering or terrorist financing;	<input type="checkbox"/>	<input type="checkbox"/>
	e. terrorist offences or offences linked to terrorist activities;	<input type="checkbox"/>	<input type="checkbox"/>
	f. sexual exploitation and abuse;	<input type="checkbox"/>	<input type="checkbox"/>
	g. child labour, forced labour, human trafficking; or	<input type="checkbox"/>	<input type="checkbox"/>
	h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).	<input type="checkbox"/>	<input type="checkbox"/>
2	The Company and its Management have not been found guilty pursuant to a final judgment or a final administrative decision of grave professional misconduct.	<input type="checkbox"/>	<input type="checkbox"/>
3	The Company and its Management are not: bankrupt, subject to insolvency or winding-up procedures, subject to the administration of assets by a liquidator or a court, in an arrangement with creditors, subject to a legal suspension of business activities, or in any analogous situation arising from a similar procedure provided for under applicable national law.	<input type="checkbox"/>	<input type="checkbox"/>
4	The Company and its Management have not been the subject of a final judgment or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions.	<input type="checkbox"/>	<input type="checkbox"/>
5	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found they created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business ( <i>creating a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>
6	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found the Company was created with the intent referred to in point (5) ( <i>being a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>

<sup>2</sup> "Management" means any person having powers of representation, decision-making or control over the Organization. This may include, for example, executive management and all other persons holding downstream managerial authority, anyone on the board of directors, and controlling shareholders.



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7	The Company and its Management have not been included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List.	<input type="checkbox"/>	<input type="checkbox"/>
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The UNFPA reserves the right to disqualify the Company, suspend or terminate any contract or other arrangement between the UNFPA and the Company, with immediate effect and without liability, in the event of any misrepresentation made by the Company in this Declaration.

It is the responsibility of the Company to immediately inform the UNFPA of any changes in the situations declared above.

This Declaration is in addition to, and does not replace or cancel, or operate as a waiver of, any terms of contractual arrangements between the UNFPA and the Company.

Signature:

Date:

Name and Title:

Name of the Company:

UNGM N°:

Postal Address:

Email:

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**ANNEX I:**  
**General Conditions of Contracts:**  
**De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)