

Moldova Country Office

131, 31 August 1989 str., Chisinau, MD 2012, Moldova

E-mail: <u>tender.mda@unfpa.org</u> Website: <u>http://moldova.unfpa.org</u>

Date: 11 September 2019

## **REQUEST FOR QUOTATION**

RFQ Nº UNFPA/MDA/RFQ/2019/013 – Develop and implement three Awareness Raising Campaigns on youth participation and civic engagement with a focus on Digital Media

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **Develop the concept and implement three Awareness Raising Campaigns (on 3 topics) through social media, with the aim to increase youth participation and civic engagement (14–35 years age)** as per the Terms of Reference (ToR) presented below.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver/perform in the Republic of Moldova, or through an authorized representative.

## 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 child birth 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. To read more about UNFPA, please go to: <u>UNFPA about us</u>

# II. Service Requirements/Terms of Reference (ToR)

Title	Develop and implement three Awareness Raising Campaigns on youth
	participation and civic engagement with a focus on Digital Media
<b>Duty Station</b>	Republic of Moldova
Duration	October - December 2019
UNFPA Strategic	Outcome 2: Every adolescent & youth, in particular adolescent girls, is empowered
Plan Outcome	to have access to SRH & reproductive rights, in all countries.
UNDAF Outcome	Outcome 1: The people of Moldova, in particular, the most vulnerable, demand and benefit from democratic, transparent and accountable governance, gender sensitive, human rights- and evidence-based public policies, equitable services, and efficient, effective and responsive public institutions.  Outcome 4: The people of Moldova, in particular, the most vulnerable, demand and benefit from gender-sensitive and human rights-based, inclusive, effective and equitable education, health and social policies and services.
UNFPA Country	Output 3: Increased national capacity for addressing sexual and reproductive
<b>Programme Output</b>	health and reproductive rights of all young people in national policies, educational
	and health programmes that promote human rights and gender equality.
Funding	"Strengthened Participation and Civic Engagement among Young People in Moldova" Project, part of Joint Fund for the development of Youth Centers (YCs) and strengthening participation and civic engagement among young people in the Republic of Moldova of the Ministry of Education, Culture and Research, the Swiss Agency for Development and Cooperation and the United Nations Population Fund.

#### 1. BACKGROUND



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Moldova is among the youngest countries in Europe, with 30% of its population representing youth (NBS, Number of population with habitual residence in the Republic of Moldova as of 1 January 2019). Youth represent its driving force that can lead to an inclusive, democratic and peaceful society, and bring the social and economic changes that the country needs. However, the civic engagement of young people in Moldova is relatively low. Only 18.1% of the Moldovan youth is involved in volunteering, mostly in urban area, and less in rural areas. About 20% of young people intend to emigrate for work purposes and 27% young people neither are in education nor employed. It decreases the potential participation of young people in democratic processes in the country and their contribution to social and economic development of Moldova.

Quality services for young people at local level, as well as diversification of participation and involvement opportunities for young people at community level have a key role in the development and achievement of young people. At the same time, the existing youth infrastructure, such as the Youth Centers, serves as a key community actor, which, in partnership with the school, local public authorities (LPA), non-governmental organizations (NGOs) and other local partners, supports young people apply their knowledge in practice and develop their participation skills in community life. In order to support young people to develop themselves and engage in their community, there is a need for close cooperation between the key local stakeholders.

The Ministry of Education, Culture and Research (MECR) launched the National Program for Development of Youth Centers in 2017, in order to develop youth services at local level. The United Nations Population Fund (UNFPA) became the core partner of MECR under this Program, having the role of developing the human resources of the Youth Centers and strengthening the services provided to young people, including the most vulnerable. In 2018 the Swiss Agency for Development and Cooperation (SDC) joined these efforts through the 'Strengthened Participation and Civic Engagement among Young People in Moldova' Project.

The project goal is empowerment and civic engagement of young people, by supporting them to make enabling choices, contribute to democratic processes in the country, build communities where human rights and gender equality are respected, and contribute to economic development of the country.

As part of mentioned above project, the implementation of the Awareness Raising Campaigns will contribute to the following output: Adolescents and youth in selected communities are provided with the skills, knowledge and opportunities to participate in the decision making processes in their schools and communities and engage in community development initiatives jointly with the local public authorities and civil society organizations.

More details, please see here:

- Annex 1 Factsheet Joint Fund
- Annex 2 Factsheet Youth Centres

The awareness campaigns will be implemented based on the developed Communication Strategy, with the primary focus on increasing awareness on youth participation and their civic engagement through 3 topics that will be approached during the campaigns, and to encourage them to be involved and to act in their community.

# 2. PURPOSE OF THE ASSIGNMENT

UNFPA Moldova Country Office is looking to contract a local Digital Media Agency with the purpose to implement awareness campaigns in social media, to increase the participation and civic engagement of young people.



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## **OBJECTIVES OF THE ASSIGNMENT:**

- A. To increase visibility of the YC Network through social media channels/platforms.
- B. To increase civic engagement and participation of young people using digital media platforms and making their voices heard.

The messages of the awareness raising campaigns aims to consolidate the image of the Youth Centers in the society, presenting them as accessible, open institutions, able to respond to the expectations of the young people in order to offer the necessary support for their development and places where young people can access services, including outreach services.

The target group of these campaigns are young people between the ages of 14-35.

The main elements of the assignment are, as follows:

- ✓ Set up of the YC ecosystem (all digital platforms such as Facebook, Instagram, YouTube etc. of YC created and interlinked).
- ✓ Three digital campaigns engaging beneficiaries of the YC and other young people on issues related to: Participation and civic engagement, rights and choices to promote healthy behaviors, combatting violence against women and girls.
- ✓ Involvement of digital influencers to support the promotion of the campaigns and increase the reach of the promoted messages.
- ✓ One contest/challenge for young people under the slogan "I March for" youth rights and choices, aligned to the global and regional campaign.

#### 3. ACTIVITIES

In order to accomplish the above mentioned assignment objectives, the contracted Company will perform the following activities:

# 1) Elaboration and development of digital ecosystem for Youth Centres network

Social media shall be used for disseminating the relevant information of the awareness campaigns. The digital ecosystem shall include:

- Page of YC network on Facebook
- Page of YC network on Instagram
- Business Manager
- Facebook Pixel
- Over 30 Personalized Audiences
- Google Tag Manager
- Yandex Metrica

# 2) The plan of the promotion on the Facebook and Instagram

The Digital Media Agency shall provide a plan of activities and a timeframe referred to it.

## 3) Production of social media materials:

✓ Production of 15 videos, focused on the issues of the campaigns. The video spots will have to be adapted for relevant social media platforms. The products will be developed in the frame of three digital campaigns engaging beneficiaries of the YC and other young people on issues related to: Participation and civic engagement, rights and choices to promote healthy behaviors, combatting violence against women and girls.





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# 4) Select and negotiate with influencers

One of the key elements of the task is to use the influencers as promoters and amplifiers of the campaign messages. As such, the company is expected to research, identify and propose at least 3 influencers who would be suitable to act for this purpose and engaged in the campaign:

- √ have an engaged young audience who frequently like and comment on their posts;
- √ should be young people with different backgrounds, age and occupation (i.e. journalists, vloggers/bloggers, singers, celebrities etc.);
- ✓ should have a positive reputation, not politically affiliated, not involved public allegations of corruption or other misbehavior acts. The person should demonstrate commitment to UNFPA core values, such as respect for human rights, integrity, respect for diversity.

The contracting Company will also conduct the negotiation discussions with influencers and seek their agreement and availability to be engaged preferably on pro-bono conditions. The candidates will be agreed with UNFPA Moldova.

## 5) Capacity building / Mentoring of 20 managers / youth workers

Half-day events (3 sessions): first's steps in Social Media (Facebook and Instagram), induction to social networks & Personal Branding, a follow up training with Q&A session. The company shall provide logistic part of the events, including rent of location, accommodation (if needed), coffee breaks/meals, transport reimbursement for participants, etc.)

## 6) Developed and implemented Social Media campaign

At the end of implementation of digital media campaign the following Key Performance Indicators (KPIs) shall be reached:

- At least 3000 number of page likes/ followers of new created Social Media platforms / accounts of Youth Centers network (YCn).
- The target audience in Facebook and Instagram will be reached with campaign messages tailored to specific age groups, preferences, gender, etc.;
- Engagement rate and awareness of:
  - YCn's Facebook page at least 1 000 000 users
  - YCn's Instagram page at least 700.000 views.

It is expected that, the target audience is engaged in conversations around topics approached through comments/shares).

In this order, at least 1000 young people are well informed and locally engaged into community youth's activities.

# 5. DELIVERABLES AND TIMEFRAME

	Deliverable	Specifications	Timeframe
1	Elaboration and	Page of YC network on Facebook	15 October 2019
	development of	Page of YC network on Instagram	
	ecosystem for Youth	Business Manager	
-	Centres network	Facebook Pixel	
		Over 30 Personalized Audiences	
		Google Tag Manager	
		Yandex Metrica	
		Google Analytics	





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2	Development of Promotional plan for Facebook & Instagram accounts	The promo plan with activities is provided	20 October 2019
3	Production of social media materials	<ul> <li>Production of 15 videos, focused on 3 campaigns/ topics, adapted for mentioned platforms. Specifications of the videos:</li> </ul>	1 November 2019
		<ol> <li>Video reportage: 2 pcs, in Romanian with subtitles in Russian &amp; English, will include interview/vox populi of young people. Length: max 1 min;</li> <li>Infographic video: 2 pcs, in Romanian with subtitles in Russian &amp; English) Length: max 40 sec.;</li> <li>Follow up videos of regional events: 9 pcs (3 topics x 3 regions); Length: max 30 sec.;</li> <li>Challenge videos: 2 pcs; Length: 1 min;</li> <li>Online banners (9 pcs), design &amp; resized of banners adapted for mentioned above platforms:         <ol> <li>1200x628: 3 pcs;</li> <li>1080x1080: 3 pcs;</li> </ol> </li> <li>Photo-cards, at least 20 quality photos for 5 sessions (TBD).</li> <li>Twibbons developed for social media use: 3 pcs.</li> <li>One contest/challenge targeting young people and volunteers from Youth Centres. The contest will aim to join and support the global "I march for" social media campaign. The snow ball effect of the contest is to engage a large number of young people to be part of the campaign and vocal about their rights and needs.</li> <li>KPI: At least 20 young people from the Youth Centres will be part of the campaign, by elaborating videos and posting them in social media with a specific hashtag, also tagging and challenging other Youth Centres and peers.</li> </ol>	
4	Selection and negotiation with influencers	At least 3 relevant <b>influencers</b> (journalists, vloggers/bloggers, singers, celebrities etc.) identified and engaged in the campaign.	15 November 2019
5	Capacity building /	3 half-day sessions, each for 25 participants: first's steps in	30 November 2019
	Mentoring of 20	Social Media (Facebook and Instagram), induction to social	
36	managers / youth	networks & Personal Branding, a follow up training with Q&A	
	workers	session. Logistic arrangements provided.	20.0
6	Development and	KPI's:	20 December 2019
	implementation of SM	To be engaged at least 1000 number of followers of each	
	campaign	SM platforms / accounts;	
		On Facebook page - at least 700.000 views;	
		On Instagram page - at least 500.000 views.  Social media campaign implemented.	
		Social media campaign implemented	

# 6. MANAGEMENT ARRANGEMENTS



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UNFPA will select a Digital Media Agency with experience in the awareness raising campaigns through Social media promotion with the aim to increase youth participation and their civic engagement (14-35 years age). Organizational settings: The Company will work under the direct supervision of the UNFPA Moldova, and in collaboration with the Ministry of Education, Culture and Research and Swiss Cooperation in Moldova. The Company is responsible for delivering qualitative and prompt results to accomplish the objectives of this Terms of Reference.

UNFPA Moldova will provide the Company all necessary support information, as needed.

## 7. TIMING (DURATION OF WORK)

The assignment will be conducted in the following period: from the date the contract enters into force until December 25, 2019. Deliverables will be submitted in accordance with the provisions of p.5 Deliverables and Timeframe of the present ToR.

#### 8. PAYMENT CONDITIONS

Contracted Company will be paid a fixed lump sum for the provision of services and payment will be made in two installments as follows:

- 1st installment 50% upon submission and approval by the UNFPA of deliverables # 1, 2, 3, 4 and
- 2nd installment 50% upon submission and approval by the UNFPA of deliverables # 5, 6

## III. Questions

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

Name of contact person at UNFPA: Mariana Nerpii, Project Admin/Finance Associate Email address of contact person: nerpii@unfpa.org

The deadline for submission of questions is 16 September 2019, 16:30 (Moldova local time). Questions will be answered in writing and shared with parties as soon as possible after this deadline.

## IV. Content of quotations

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) **Technical proposal**, in response to the requirements outlined in the service requirements / TORs. Technical proposal shall include:
  - ✓ Technical approach and methodology to meet the objectives / deliverables as per the ToR;
  - ✓ Work plan / time scales given in the proposal and its adequacy to meet the objectives / deliverables as per the ToR.
  - ✓ Copy of organization's registration certificate.
  - ✓ Organization's profile including experience in similar assignments by outlining the capacity of the organization to provide complex digital media services.
  - ✓ Statement of Satisfactory Performance or Letters of Recommendations from minimum 2 (two) clients or business partners obtained in the last three years.
  - Resumes (CVs) of the Key Personnel comprising information requested as per the evaluation criteria.



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b) **Price quotation in USD (exclusive of VAT)**, 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 IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below no later than: Tuesday, 24 September 2019, 23:59 (Moldova local time)<sup>1</sup>.

Name of contact person at UNFPA: Irina Dragutanu, Bid Receiver
Email address of contact person: tender.mda@unfpa.org

Please note the following guidelines for electronic submissions:

The following reference must be included in the email subject line: RFQ №
 UNFPA/MDA/RFQ/2019/013 – Develop and implement three Awareness Raising Campaigns on youth participation and civic engagement with a focus on Digital Media

Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.

The total e-mail size may not exceed 20 MB (including e-mail 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.

#### 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.





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	[0]	[R]		
Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the ToR	100		15%	
Work plan/time scales given in the proposal and its adequacy to meet the objectives of the ToR	100		10%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in required areas and related processes (CVs, etc.):				
<ul> <li>Proposed team structure and roles are well defined and meet the requirements of the ToR and has the necessary capacity to achieve the results of the proposed assignment (30 pts);</li> <li>Creative and professional PR specialist, videographer, event manager/logistical support team etc., with expertise in covering social issues, including implementation of awareness raising campaigns in youth sector (55 pts);</li> <li>Language Qualifications: proficiency in Romanian and Russian (15 pts).</li> </ul>	100		25%	
<ul> <li>General profile of the company:</li> <li>General organization's reputation and expertise in areas of digital media, public relations and advertising campaigns (30 pts);</li> <li>Minimum 3 years of professional track records in areas of digital media and public relations (30 pts);</li> <li>Experience with similar assignments in Moldova context on awareness raising campaigns on social issues (40 pts).</li> </ul>	100		20%	



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Specific experience and expertise relevant to the assignment:  • Proved capacity to conduct Digital campaigns, elaboration of video / audio spots, design, logistics and event management, brand management, social media experience (40 pts);			
<ul> <li>Proposed team should have at least 3 years of experience in social media campaigns, communication and public engagement. (20 pts)</li> <li>Previous proven experience of having conducted at least 4 large social media campaigns. Experience on required topics and on youth engagement and social issues will be considered an advantage. (20 pts).</li> <li>Proved experience in monitoring and evaluation of the results of implemented campaigns (20 pts)</li> </ul>	100	30%	
Grand Total All Criteria	500	100%	

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:

Financial score =	Lowest quote (\$)	X 100 (Maximum score)
Tillalicial score =	Quote being scored (\$)	X 100 (Waxiiilaiii 3core)





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## **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.

Total score = 70% Technical score + 30% Financial score

#### VII. Award Criteria

UNFPA shall award a Professional Service Contract on a fixed-cost basis 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: <u>Fraud Policy</u>. 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 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 <u>UNFPA</u> 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.



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## 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, Ms. Rita Columbia, UNFPA Representative at <a href="mailto:columbia@unfpa.org">columbia@unfpa.org</a> Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at <a href="mailto:procurement@unfpa.org">procurement@unfpa.org</a>.

#### 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).

Thank you and we look forward to receiving your quotation.

NAME, FUNCTIONAL TITLE:

Eduard Mihalas, UNFPA Officer-in-Charge

Signature: 4 Malas

DATE: 11/09/2019



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# **PRICE QUOTATION FORM**

Name of Bidder: Date of the quotation: Request for quotation Nº:

Click here to enter a date.

RFQ Nº UNFPA/MDA/RFQ/2019/013 – Develop and implement three Awareness Raising Campaigns on youth participation and civic engagement with a focus on Digital Media

USD

Choose an item.

Currency of quotation:
Delivery charges based on the following 2010 Incoterm:
Validity of quotation:

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

Quoted rates must be exclusive of VAT, since UNFPA is exempt from taxes.

Item	Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, USD	Total, USD
Delive	erable 1: Elaboration and development	of ecosystem for You	ith Centres ne	twork	
1. Pi	rofessional Fees				
1.1	Team Leader (please specify)				
1.2	Expert 1 (please specify)				
1.3	Expert 2 (please specify)				
			Sub-Total Prof	essional Fees	\$\$
2. 0	ther expenses				
2.1	(please specify)				
2.2	(please specify)				
2.3	(please specify)				
			Sub-Total Ot	her Expenses	\$\$ \$\$
1	THE STATE OF THE S			Deliverable 1	\$\$
	erable 2. Development of promotion pl	an for Facebook & Ins	stagram accou	ints	
1. Pi	rofessional Fees				
1.1	Expert 1 (please specify)				-
1.2	Expert 2 (please specify)				
1.3	Expert 3 (please specify)				
			Sub-Total Prof	essional Fees	\$\$
2. 0	ther expenses				
2.1	(please specify)				
2.2	(please specify)				
2.3	(please specify)				
			Sub-Total Of	ther Expenses	\$\$
			Total	Deliverable 2	\$\$
Delive	erable 3. Production of social media ma	nterials			
1. Pi	rofessional Fees				





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1.1	Expert 1 (please specify)		
1.2	Expert 2 (please specify)		
1.3	Expert 3 (please specify)		
		Sub-Total Professional Fees	\$\$
2. 0	ther expenses		
2.1	(please specify)		
2.2	(please specify)		
2.3	(please specify)		
	,	Sub-Total Other Expenses	\$\$
		Total Deliverable 3	\$\$
Deliv	erable 4. ProSelection and negociation v	vith influencers	
3. P	rofessional Fees		21.
1.1	Expert 1 (please specify)		
1.2	Expert 2 (please specify)		
1.3	Expert 3 (please specify)		
		Sub-Total Professional Fees	\$\$
4. 0	ther expenses		
2.1	(please specify)		
2.2	(please specify)		
2.3	(please specify)		
100 200100		Sub-Total Other Expenses	\$\$
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1. P 1.1 1.2 1.3	cipants each, including logistical arrange rofessional Fees  Expert 1 (please specify)  Expert 2 (please specify)  Expert 3 (please specify)  Other expenses	of 20 managers / youth workers (3 half-day sessions, ments)	25
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131, 31 August 1989 str., Chisinau, MD 2012, Moldova

E-mail: <u>tender.mda@unfpa.org</u> Website: <u>http://moldova.unfpa.org</u>

	Total Contract Price	\$\$
Vendor's Comments:		
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	Click here to enter a date.	
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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: <a href="English">English</a>, <a href="Spanish">Spanish</a> and <a href="French">French</a>



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