



Date: 12 September 2019

**REQUEST FOR QUOTATION**  
**RFQ № UNFPA/MDA/RFQ/2019/014 – conduct a public awareness campaign on**  
**Generations and Gender Survey**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **conduct a public awareness campaign on all stages of Generations and Gender Survey to ensure a pro-active engagement of potential respondents** 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: [UNFPA about us](#)

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

<b>National policy framework</b>	National Programme on Demographic Security 2011 – 2025
<b>UNFPA Country Programme Output:</b>	<b>Output 2:</b> Increased availability and use of high-quality disaggregated data on sexual and reproductive health, with a focus on young people and gender-based violence, by policy and decision makers at national and local levels
<b>Project outputs</b>	1. Strengthening the availability of data on demographic processes of the country, based on the internationally-recognized methodology of GGS. 2. Designing and providing data-driven and rights-based policy scenarios to the Moldovan Government in addressing demographic issues, based on GGS results.
<b>Funded by:</b>	Ministry of Health, Labour and Social Protection and UNFPA Moldova
<b>Duration:</b>	October 2019 – April 2020
<b>Duty station:</b>	Republic of Moldova

**1. BACKGROUND**

UNFPA is implementing the 3<sup>rd</sup> Country Programme 2018 – 2022 in the Republic of Moldova, which is based on the Government's priorities and on the United Nations-Moldova Partnership Framework for Sustainable Development 2018 – 2022.

As part of this Programme, UNFPA is partnering with the Ministry of Health, Labour and Social Protection (MoHLSP) to improve the availability of demographic data in Moldova, based on internally-recognized



methodologies in order to develop data-driven and rights-based public policy that address demographic challenges.

In this regard, the MoHLSP jointly with the National Bureau of Statistics (NBS) and UNFPA are planning to conduct the **Generations and Gender Survey (GGG)** for a sample of 10,000 respondents net, which will be a key data resource on issues of fertility decisions, work-life balance, transition to adulthood, and intergenerational exchanges. The GGS is an individual-level panel and as of July 2018 it was conducted in 24 countries<sup>1</sup>. It should be noted that the indicators can be disaggregated for various population subgroups, for example by sex, age group, type of family (two- or one-parent family), and rural / urban and migrant status. Thus, it is possible to analyse where the problems and needs are the greatest (for e.g. which specific groups are more vulnerable).

GGG data collection in Moldova is planned for the period of **December 2019 – April 2020** all over the country on a sample of 15,500 people. Given this large number of respondents it is strongly recommended to conduct a public awareness campaign on the importance of continued participation in this survey. Since the GGS is a longitudinal panel survey, after the first wave of GGS in 2019 – 2020 other two waves will take place every three years with the same people initially interviewed. Thus, the respondents would be interviewed 3 times during the next 9 years.

Taking into account the complexity of GGS, members of the general population will have to be informed about the GGS itself, its purpose and how they might be engaged. A communication campaign should help the Sociological Company that will perform the data collection process in pre, during and post-data collection, to ensure public engagement in responding to GGS (if selected). The selected PR company will have the primary responsibility to ensure efficient communication tools and approaches to different population groups, aged 15 – 79 years old and from / with different backgrounds. Examples from other countries<sup>2</sup> show that a large information campaign can increase level of understanding and participation of the general public in the survey.

## 2. THE PURPOSE

UNFPA jointly with the Ministry of Health, Labour and Social Protection and the National Bureau of Statistics seek to identify a qualified communication company that will conduct a public awareness campaign on all stages of Generations and Gender Survey to ensure a pro-active engagement of potential respondents.

## 3. OBJECTIVES OF THE ASSIGNMENT

In order to achieve the overall scope of this assignment, the following objectives are set:

1. Conduct desk research on good practices and GGS communication campaigns in other countries and suggest different scenarios for Moldova campaign;
2. Develop the Concept, detailed Communication Action Plan, key messages for different target audiences of the public information campaign about the Generations and Gender;
3. Develop the slogan of the campaign, to be user friendly and appealing for the general public, expressing the purpose of GGS;
4. Develop and promote information products through different communication channels to reach specific demographic groups;
5. Ensure high visibility of Generations and Gender Survey in the mass-media on all stages related to GGS, including preparation, data collection and completion of field work.
6. Liaise with Sociological Company that will perform the data collection process to ensure its visibility

<sup>1</sup> These are: Australia, Austria, Belarus (GGP 2020, wave 1), Belgium, Bulgaria, Czech Republic, Estonia, France, Georgia, Germany, Hungary, Italy, Japan, Lithuania, Netherlands, Norway, Poland, Romania, Russian Federation, Spain (Harmonized Histories), Sweden, United Kingdom (Harmonized Histories), Uruguay (Harmonized Histories), United States (Harmonized Histories).

<sup>2</sup> GGS in Belarus <https://www.ggp-i.org/belarus/>



- at national level and to increase respondents' confidence and participation rate in the survey;
7. Assess the possible risks related to negative reactions to the study and prepare a communication mitigation risks plan (key messages and tactics).
  8. Ensure the public launch of the data collection process of the GGS.

#### 4. ACTIVITIES

Implementation of the above-mentioned objectives should be conducted on at least 3 components related to TV/Radio, Internet/social media and general public engagement. All these components have to be described into a specific proposed methodology for the communication campaign, taking into account the minimum key performance indicators set in this ToR.

##### Component 1: TV/Radio

This component implies the development of 1 TV and 1 Radio information spot in Romanian and with Russian subtitles to inform general public on the Generations and Gender Survey and increase their participation rate in the survey, if selected as part of the sample. Video and radio spots will have specific messages, easy to understand and accessible for different population, taking into account that the respondents would be from 15 to 79 years old.

In addition, the company will have the responsibility of facilitating the attendance of the GGS specialists at TV/radio shows before, during and after data collection. These media programmes should be broadcasted by channels with the highest reach and coverage, also relevant for the target groups of this survey.

The company will also facilitate the organization of media field visits during the data collection process, taking into consideration ethical procedures.

Minimum **key performance indicators** for this component are:

- 1 video and 1 radio spot in Romanian and with Russian subtitles to explain in a friendly manner what the GGS is and how people may be engaged into it. The company will develop both long version 30-40 seconds and a short version of the spots (max. 5 -7 seconds). If possible, the company will use only one advertising spot to be used for both TV and radio sources of information. Also, the company will submit a monthly monitoring report reflecting the frequency of distribution and channels used to broadcast the developed spot.
- Video and radio spots are broadcasted in prime-time on at least 2 TV and 2 Radio Channels with national coverage and local TV Channels involving specialized media associations (e.g. API, APEL etc) throughout the data collection period, estimated to be between end December 2019 – April 2020.
- A Media Plan for the broadcasting is elaborated and implemented, including the frequency of spots broadcasting splitted in the course of the day/evening. Media Plan should foresee an active promotion of TV and radio spots at the beginning of the data collection, middle and final stage. The broadcasting is expected to be facilitated by the collaboration with Broadcasting Coordination Council (free of charge social advertising). In addition to this collaboration, the Media Plan will foresee a separate budget for broadcasting the video/radio spot on prime time, to reach the target audience of the project.
- At least 2 TV shows before, 2 TV shows during and 2 TV shows after completion of GGS data collection (on national and local Channels with national coverage) to inform population about the purpose of the GGS and about its importance for the development of data based demographic policies which will improve people quality life. The Channels will be selected in close cooperation with the Ministry of Health, Labour and Social Protection and UNFPA. The shows will involve key specialists of GGS project, representatives of the Ministry of Health, Labor and Social Protection, other national stakeholders supporting the project.



## Component 2: Internet/social media

This component will imply the engagement of targeted population from social media in conducting the GGS and will use social media channels of MoHLSP, UNFPA and NBS in providing updates on the GGS progress and people engagement on GGS study, planning, data collection and completion of field work. The updates (posts) will be weekly and will be boosted to ensure higher reach of the targeted population. Social media products should be developed in line with specific requirements of the social networks, such as Facebook and Twitter. All media products developed within the project will be posted on the MoHLSP website.

Minimum **key performance indicators** for this component are:

- A social media campaign for engagement of the targeted population in GGS is developed and conducted. The campaign will have **one well defined message/slogan and call to action** that resonates with the target audiences, sparking conversation and determining a wider reach and engagement.
- At least 2 social media networks relevant for the target groups (e.g. *Facebook*,) are explored and used for conducting the digital campaign. The company will boost relevant posts/developed products during a period of 4 months in order to push relevant information about GGS to different target groups. The campaign will include, but not be limited to the following tangible products promoted on the respective social media channels:
  - ✓ At least 50 media products/posts (including photos in the field, cards/GIFs, short interviews with respondents about their perception regarding the survey and their participation) with relevant content to be published during the campaign with the aim of increasing public awareness and support to GGS.

### KPIs for social media:

- Reach (the target audience in Facebook and Odnoklassniki will be reached with campaign messages tailored to specific age groups, preferences, gender etc.).
- Engagement (the target audience is engaged in conversations around GGS through comments/shares).
- Number of clicks (the population targeted through social media is clicking through to get more information about GGS on the website – national and global one)

## Component 3: General public engagement

The communication company will propose specific measures for increasing public engagement for participation in GGS that do not rely on TV/radio and print/digital media only.

As part of this, the company will be responsible for organizing and conducting 1 public event involving the media for launching data collection as part of GGS. The company will design and print one roll-up banner with GGS logo, and specific informative materials that will be distributed by NBS field operators during the listing process.

Minimum **key performance indicators** for this component are:

- One public event for launching data collection of GGS to present the expectations and preliminary results of the survey. The company is expected to elaborate the scenario and ensure all issues related to event management (logistics, organization, promotion of the event).
- One roll-up Banner to be used at different public events (TV shows and press conferences).
- Design and printing of 150 tablets stickers with GGS logo that will be used by field operators during the period of December 2019 – April 2020 to increase the visibility of the survey.
- Photo documentation of the GGS process. At least 30 high quality photos from the field with the participation of field operators and respondents. The photos in which the respondents will appear will be made with their consent.



## 5. METHODOLOGY

The communication company needs to present a specific approach and methodology that responds to all three above-mentioned components. Methodology will include a detailed **Action Plan**, which will establish the **timeframe**, communication tactics, channels, tools and methods which will be used to promote the messages to each targeted audience, as well as mitigation measures for potential risks and barriers in order to achieve the intended impact. The Action Plan should include the following elements: media products, graphic products, social media promotion and public events. To evaluate the impact of the communication activities, the plan should also include the **monitoring and evaluation methodology** mentioning the *key performance indicators and metrics*, including indicators for key targeted audiences and communication channels. Also, the company will assess the possible risks related to negative reactions to the study and will prepare a communication mitigation risks plan (key messages and tactics).

UNFPA Country Office will identify a competent institution / organization based on the scores attributed to:

- 1) the methodology for all those 3 components, which will include the action/work plan and the timeline;
- 2) the profile of the company, presented in line with the requirements specified in the ToR;
- 3) the portfolio of other experiences and relevant products;
- 4) the CVs of the team and the project coordinator. Please note that the proposed team can't be changed during the implementation of this assignment without written approval from UNFPA.

The company will manage all the logistics and details of all aspects of the media, social media campaign, produce all the content and graphic materials, organize all the public events related to the GGS, including the provision of transcription, translation and proofreading services.

While implementing the campaign, the company should respect the UNFPA, MoHLSP and NBS branding guidelines and ensure full respect of the copyright rights and data protection. It will coordinate all the aspects of the campaign with UNFPA, MoHLSP and NBS. The media, graphic and social media products and their concepts are subject to official approval of the UNFPA, MoHLSP and NBS. Following each meeting UNFPA should receive a summary of the reached decisions.

The company shall provide to UNFPA, Ministry and NBS the final products, including the editable/source files and the full rights to use all the materials for any purpose for an indefinite period on all media.

In order to monitor the impact of the campaign, the company will collect performance indicators and evaluation data during the entire campaign. Every two weeks, the company will release a one page report to UNFPA and the Ministry mentioning the activities performed, and the key performance indicators collected, testimonials, performance, the issues occurred and how they were tackled.

By the end of the campaign, the company will elaborate a detailed final report describing all the activities performed, key messages, critical situations, accomplishments, which should include the indicators, testimonials, photos etc.

## 6. DELIVERABLES AND TIMEFRAME

Deliverable	Indicative Timeframe
<ul style="list-style-type: none"> <li>A desk research on good practices and GGS communication campaigns in other countries conducted;</li> <li>The Concept, detailed Communication Action Plan timeframe, including slogan and key messages for different target audiences of the public information campaign about the</li> </ul>	15 November 2019



<p>Generations and Gender developed and submitted to UNFPA approval.</p> <ul style="list-style-type: none"> <li>Mitigation communication plan with possible risks and solutions.</li> </ul>	
<p><b>Component 1: TV/Radio</b> Minimum <b>key performance indicators</b> for this component are:</p> <ul style="list-style-type: none"> <li>1 video and 1 radio spot in Romanian and with Russian subtitles (long and short version of spot), that explain in a friendly manner what the GGS is and how people may be engaged into it.</li> <li>Video and radio spots are broadcasted in prime-time on at least 2 TV and 2 Radio Channels with national coverage and local TV Channels involving specialized media associations (e.g. API, APEL etc) throughout the data collection period, estimated to be between end December 2019 – April 2020.</li> <li>A Media Plan for the broadcasting is elaborated and implemented, including the frequency of spots broadcasting splitted in the course of the day/evening.</li> <li>At least 2 TV shows before, 2 TV shows during and 2 TV shows after completion of GGS data collection (on national and local Channels with national coverage) to inform population on the different stages of GGS and potential impact of data collection in addressing demographic challenges of the country.</li> </ul>	<p>15 December 2019</p> <p>January - April 2020</p> <p>December 2019 – April 2020</p> <p>December 2019 – April 2020</p> <p>January – April 2020</p>
<p><b>Component 2: Internet/social media</b> Minimum <b>key performance indicators</b> for this component are:</p> <ul style="list-style-type: none"> <li>A social media campaign for engagement of the targeted population in GGS is developed and conducted.</li> <li>At least 2 social media channels relevant for the target groups (e.g. <i>Facebook</i>, <i>Twitter</i>) are explored and used for conducting the digital campaign.</li> <li>At least 50 visual products (photo-cards/GIFs/ interviews with respondents about their perception regarding the survey and their participation) with relevant content to be published on social media during the campaign with the aim of increasing public awareness and support to GGS.</li> </ul>	<p>January – April 2020</p>
<p><b>Component 3: General public engagement</b> Minimum <b>key performance indicators</b> for this component are:</p> <ul style="list-style-type: none"> <li>One public event for launching data collection of GGS to present the expectations of the study. The company is expected to elaborate the scenario and ensure all issues related to event management (logistics, organization, promotion of the event).</li> <li>One roll-up Banner to be used at different public events (TV shows and press conferences).</li> <li>Design and printing of 150 tablets stickers with GGS logo that will be used by the Sociological Company during the data collection period (December 2019 – April 2020) in order to increase the visibility of the survey.</li> <li>Photo documentation of the GGS process. At least 30 high</li> </ul>	<p>December 2019 - April 2020</p>

quality photos from the field with the participation of field operators and respondents.	
Progress Reports on implementation of the communication campaign on GGS	Every two weeks
Final report on the key results of the communication campaign on GGS	May 2020

## 7. MANAGEMENT ARRANGEMENTS

The contractor will work under the direct supervision of UNFPA and the Ministry of Health, Labour and Social Protection and National Bureau of Statistics. The contractor is responsible for delivering qualitative and prompt results to accomplish the objectives of this ToR.

UNFPA, Ministry of Health, Labour and Social Protection and National Bureau of Statistics will provide the contractor all the necessary information.

Payments will be made in instalments after submitting the deliverables, as agreed between UNFPA and the contractor.

## 8. PROPERTY RIGHTS

The United Nations Population Fund (UNFPA) will have the ownership with the Ministry of Health, Labour and Social Protection and National Bureau of Statistics for all outputs and may use them for purposes other than provided in this ToR.

## III. Questions

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

Name of contact person at UNFPA: Alexandru Rusu, Administrative Associate  
Email address of contact person: [rusu@unfpa.org](mailto:rusu@unfpa.org)

**The deadline for submission of questions is Wednesday, 18 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 communication and 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.





- 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: Thursday, 26 September 2019, 23:59 (Moldova local time)**<sup>3</sup>.

Name of contact person at UNFPA:	Irina Dragutanu, Bid Receiver
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 in the email subject line: **UNFPA/MDA/RFQ/2019/014 – conduct a public awareness campaign on Generations and Gender Survey**

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.



Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
<b>Technical approach, methodology and level of understanding of the objectives of the ToR</b>	<b>100</b>		<b>30%</b>	
<b>Work plan/time scales given in the proposal and its adequacy to meet the objectives of the ToR</b>	<b>100</b>		<b>10%</b>	
<b>Professional experience of the staff that will be employed to the project proving demonstrated expertise in required areas and related processes (CVs, etc.):</b> <ul style="list-style-type: none"> <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>At least 4 years of proficiency of PR specialist, photographer (documentary style), 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>Good knowledge of social survey specific (15 pts).</li> </ul>	<b>100</b>		<b>20%</b>	
<b>General profile of the company:</b> <ul style="list-style-type: none"> <li>General organization's expertise in areas of communication, marketing, public relations and advertising campaigns (50 pts);</li> <li>Minimum 3 years of professional track records in areas of communication and public relations (50 pts);</li> </ul>	<b>100</b>		<b>10%</b>	
<b>Specific experience and expertise relevant to the assignment:</b> <ul style="list-style-type: none"> <li>Proved capacity to conduct Communication campaigns, elaboration of video / audio spots, design, logistics and event management, brand management, social media experience (40 pts);</li> <li>Previous proven experience of having conducted at least 4 large communication and public relations campaigns and at least 4 social media campaigns. Experience on charged topics and on population and social issues will be considered an advantage. (20 pts).</li> </ul>	<b>100</b>		<b>30%</b>	
<ul style="list-style-type: none"> <li>Demonstrated experience working with mainstream media (20 pts)</li> <li>Working experience with national government structures (20 pts).</li> </ul>				
<b>Grand Total All Criteria</b>	<b>500</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

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: [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 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, Ms. Rita Columbia, UNFPA Representative at [columbia@unfpa.org](mailto:columbia@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, Procurement Services Branch 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).

Thank you and we look forward to receiving your quotation.

NAME, FUNCTIONAL TITLE:

Eduard Mihalas, UNFPA Officer-in-Charge

Signature: Eduard Mihalas

DATE: 12/09/2019



## PRICE QUOTATION FORM

Name of Bidder:

Date of the quotation:

[Click here to enter a date.](#)

Request for quotation N°:

UNFPA/MDA/RFQ/2019/014 – conduct a public awareness campaign on Generations and Gender Survey

Currency of quotation :

USD

Delivery charges based on the following 2010 Incoterm:

Choose an item.

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
<b>1. Personnel Fee for development and implementation of Communication campaign</b>					
1.1	Expert 1, if necessary <i>(please specify)</i>				
Sub-Total Professional Fees					\$\$
<b>2. Direct costs related to Component 1: TV/Radio</b>					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
Sub-Total Expenses for Component 1					\$\$
<b>3. Direct costs related to Component 2: Internet/social media</b>					
3.1	<i>(please specify)</i>				
3.2	<i>(please specify)</i>				
3.3	<i>(please specify)</i>				
Sub-Total Expenses for Component 2					\$\$
<b>4. Direct costs related to Component 3: General public engagement</b>					
4.1	<i>(please specify)</i>				
4.2	<i>(please specify)</i>				
Sub-Total Expenses for Component 3					\$\$
<b>5. Other expenses, if relevant</b>					
5.1	<i>(please specify)</i>				
5.2	<i>(please specify)</i>				
Sub-Total Other Expenses					\$\$
Total Contract Price					\$\$

Vendor's Comments:





United Nations Population Fund  
Moldova Country Office  
131, 31 August 1989 str., Chisinau, MD 2012, Moldova  
E-mail: [tender.mda@unfpa.org](mailto:tender.mda@unfpa.org)  
Website: <http://moldova.unfpa.org>

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed **UNFPA/MDA/RFQ/2019/014 – conduct a public awareness campaign on Generations and Gender Survey** 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.

Click here to enter a  
date.

Name and title

Date and place

A handwritten signature in blue ink, appearing to be 'AS'.



United Nations Population Fund  
Moldova Country Office  
131, 31 August 1989 str., Chisinau, MD 2012, Moldova  
E-mail: [tender.mda@unfpa.org](mailto:tender.mda@unfpa.org)  
Website: <http://moldova.unfpa.org>

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

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