



Date: 3 March 2020

## REQUEST FOR QUOTATION RFQ N° UNFPA/MDA/RFQ/2020/003

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **“Develop and implement a communication Campaign for increasing the visibility of the Youth Centres network from Moldova”** 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 country, 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)

Title	Develop and implement a communication Campaign for increasing the visibility of the Youth Centres network from Moldova
Duty Station	Republic of Moldova
Duration	March – December 2020
UNFPA Strategic Plan Outcome	Outcome 2: Every adolescent and youth, in particular adolescent girls, is empowered to have access to sexual and reproductive health and reproductive rights, in all contexts.
UNDAF Outcome	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 Programme Output	Output 3: Increased national capacity for addressing sexual and reproductive health and reproductive rights of all young people in national policies, educational and health programmes that promote human rights and gender equality.
National Strategy for Development of Youth Sector 2020	<i>Strategic vision:</i> Youth sector is reinforced and recognized as an important field in the development and prosperity of the Republic of Moldova, by which the capitalization of maximum potential of all young people and the improvement of their life quality is assured.  <i>General Objective 1:</i> To increase the level of involvement of young people in the consolidation process of participatory democracy.





	<p><i>General Objective 2:</i> To contribute to the formation of knowledge, abilities, skills, attitudes and behaviours necessary for the successful integration of young people in society, including those with limited opportunities.</p> <p><i>General Objective 4:</i> To develop the youth sector infrastructure and supporting mechanisms in ensuring the youth work quality.</p>
Beneficiary institution:	MoECR and UNFPA Joint Fund for the development of Youth Centres and Strengthening participation and civic engagement among young people in the Republic of Moldova project funded by the Swiss Agency for Development and Cooperation and implemented by UNFPA Moldova
Funding	Ministry of Education, Culture and Research, the Swiss Agency for Development and Cooperation and the United Nations Population Fund.

**1. BACKGROUND**

Providers of youth services have an important role in the education field. The formal educational system is not yet fully capable to address the needs of young people, specifically on career planning, empowering young people with capacities for more competitive integration in the labour market, promotion of new information technologies and communications, developing opportunities for spending free time and recreation, prevention of violence and promotion of healthy life style.

At the same time, there is a need for development of institutional mechanisms and instruments with the aim to increase the level of youth participation at the community life and decision making process. More than ever, young people, particularly those left behind shall be actively involved in the decision-making process at all levels. This is imperative in the context of achievement the Sustainable Development Goals.

Quality services for young people at local level, as well as diversification of participation opportunities and involvement of young people at community level plays an essential role in the development and achievement of young people. At the same time, the existing youth infrastructure, such as the Youth Centres, serve as a key community actor, which, in partnership with the school, local public authorities (LPAs), 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 and become citizens involved in their community, there is a need for close collaboration between the key local actors.

The Ministry of Education, Culture and Research (MoECR) launched in 2017 the National Development Program of Youth Centres, in order to develop youth services locally. The United Nations Population Fund (UNFPA) has become the core partner of the MoECR under this Program, with the role of developing the human resources of the Youth Centres and strengthening the services offered to young people, including the most vulnerable. In 2018 the Swiss Cooperation Office in Moldova (SCO-M) joined these efforts through the project "Strengthening civic participation and involvement among young people in Moldova". The three partners created the "Joint Fund on the development of Youth Centres and strengthening the civic participation and involvement of young people in the Republic of Moldova" for the period 2017-2022 (hereinafter the Joint Fund).

The activities of the Joint Fund are carried out in partnership with the Council of Europe, Terre des hommes Moldova, the National Council of Young People of Moldova, the National Network of Local Councils of Young People of Moldova, the Local Specialized Education Authorities, the National Network of Friendly Health Centres Youth "Youth Clinic" and other key national and local actors.





The purpose of the Joint Fund is to strengthen participation and civic involvement of young people through Youth Centres that will provide development opportunities personal, participation, information and socializing for young people and want contribute to the creation of synergies and partnerships between Centres of youth, schools and other key local actors.

Duration: December 2017 - December 2022.

Implementing agency is UNFPA Moldova.

Final beneficiaries: young people of age 14-35 years old, including the most vulnerable.

Direct beneficiaries: Youth Centres part of the Program National Development of Youth Centres 2022; Local Public Authorities.

Coverage: entire territory of Republic of Moldova.

Impact: The Republic of Moldova has a network functional of Youth Centres with safe and friendly spaces for young people, offering opportunities for personal development, participation, information, leisure and socializing. Young people from the Republic of Moldova participates and engages civically at local and national level, contributing thus in development communities and the whole country.

## 2. THE PURPOSE

UNFPA Moldova CO is looking to contract a Public Relations Agency to implement the communication Campaign for increasing the visibility of the Youth Centres network, by promoting programmes and activities that are offered by Youth Centres, good practices of the Youth Centres, engaging young people and positioning the Youth Centres as main regional hubs for youth development in Moldova.

## 3. OBJECTIVE OF THE ASSIGNMENT:

- 1) Ensure visibility of Youth Centres through development and implementation of a Promotional Campaign, with a focus on good practices;
- 2) Raising awareness about the programmes and activities of the Youth Centres, in order to ensure support of the LPAs for the Youth Centres by conducting targeted communication activities;

## 4. TARGET AUDIENCES:

- Young people between the ages of 14-35 from rural and urban localities where YC exists;
- Beneficiaries and volunteers of the Youth Centres;
- The local and regional communities where YC exists;
- Local public administration;
- Educational institutions;
- The entire community of the Republic of Moldova interested in the activity of young people and the occupation of their free time;
- Mass media & Civil society.

## 5. ACTIVITIES

In order to accomplish the above-mentioned objectives, the company will have to perform the bellow mentioned activities. The activities will be conducted in close coordination with UNFPA Moldova and the Ministry of Education, Culture and Research.

1. Update and elaborate the detailed Communication Action Plan of Youth Centres for 2020;
2. Develop the visibility video & audio spot of the Youth Centres;
3. Communication orientation session for Youth Centres manager's/youth workers;
4. Develop 3 success video stories of Youth Centres beneficiaries;

5. Organize 7 public events involving young people from Youth Centres and ensure wide visibility of events online and offline;
6. Production of visibility materials for Youth Centres (design and printing services);
7. Support for the maintenance of the social media accounts of the YC (Facebook, Instagram, OK).

#### **Activity 1. Update and elaborate the detailed Communication Action Plan of Youth Centres for 2020.**

The Communication Action Plan of the Youth Centres Network shall be developed for the period of 15 March - 31 December 2020. It should be developed taking into consideration the existing Communication Strategy & Action Plan of the Youth Centres which was developed in 2019. The company is expected to consult this document, analyse the planned activities for 2020 and finalize the Communication Action Plan, updating it with main activities, timeline and partners.

The Agency is expected to work closely with UNFPA and the Ministry of Education, Culture and Research for the briefing and clarification issues.

#### **Activity 2. Develop the visibility video & audio spot of the Youth Centres**

The company should develop and propose two concepts for the video spot and organize one consultation meeting with young people from Youth Centres in order to consult the concepts and receive the feedback of young people. Based on the feedback, the company will finalize the script and produce the most relevant and attractive video spot of the Youth Centres Network.

The contractor will assist the company in identifying 10-12 young people for the focus group discussion. The bidder should include in the quotes the costs related to travel, refreshments, venue rent and other relevant expenses.

The video will be the general promo spot of the campaign. The spot must have a strong message and be focused on the slogan, which will appear at the end, along with the partners' logo. The spot must first of all represent young people, what they want. The protagonists will be actors or the most active young people selected from the Centres.

The video spot must meet the following:

- Up to 1 minute;
- a Romanian version with the Romanian subtitle for social networks;
- a Romanian version with Russian subtitles for youtube.com and TVs.
- a final disclaimer that includes: slogan and logo of partners.

The audio spot must meet the same objective of the video spot # 1 (see above) in audio format.

Technical specifications:

- Length: 30 secs;
- File type: Mp3;
- Voiceover: Romanian and Russian.

The Agency is expected to plan and broadcast the video spot on several TV channels, taking into consideration the ratings and the target audience of the campaign (Young people). The suggested TV channels are: Moldova 1, PRO TV, Primul în Moldova, Jurnal TV, TNT Moldova. Nevertheless, the channels should be recommended by the Agency taking into account the latest audience ratings.



In order to ensure the high coverage, the Agency should provide an indicative media plan with an estimative price-list for 2 months of video broadcasting, with at least 2 issues per day.

The contracting Company will also conduct the negotiation with TVs (including necessary communication with the Audiovisual Coordination Council to confirm the social messaging of the video spot) and agree on the free of charge broadcasting.

### Activity 3. Communication orientation session for Youth Centres managers/workers

The Company is expected to organize an orientation workshop for the managers & youth workers of the Youth Centres on Communication & Promotion related issues (tools for attractive self-presentation and lobby activities of the YCs). The Agenda of the workshop will be discussed and agreed with UNFPA. The costs related to the one-day workshop for 25 persons should be included in the quote (venue rent including necessary facilities (projector, PC, flipchart, etc.), refreshments, materials, etc.).

One-day meeting, to hold discussion and information sessions on future activities, in order to explain why this campaign is wanted, purpose, objectives, messages and action plan will be presented. The workshop shall be organized in an interactive way, using roles plays, games, etc.

YC managers will receive homework:

- Identification of a person within the Centre who will be responsible for communicating about campaign at local level, but also its involvement at national level, in certain cases;
- The identification, together with the Centre's youth team, of 1-2 local people who have a good image among young people, are active on social networks (especially Instagram) and could become local influencers;
- Presentation of the calendar with the most important activities organized in current year, in which could be promote the messages of the campaign and the promotional materials prepared for this campaign could be used;
- Preparing the list of local partners (public or private) that could contribute to the implementation of the campaign at local level.

### Activity 4. Develop 3 success video stories of Youth Centres beneficiaries

In order to ensure visibility of YC activity, the Agency will produce 3 success video stories:

- 1) **Videostory #1** – Any 2 / 3 Youth Centres will be chosen, which have carried out a common activity that has been successfully implemented to date. The video will contain interviews with at least 3 persons, who are expected to tell about their experience at the YCs.
- 2) **Videostory #2** - The second video story, will be focused on 1 youth worker that has carried out his day by day activity that has been successfully implemented to date, the person who made it possible will be emphasized, his experience and capacity to face the challenges.
- 3) **Videostory #3** - The video will present 2-3 beneficiaries / young people (from different YC/regions) who have benefited from the YC's activity. In this context, it might be a volunteer, a youth worker, LPAs representative or local citizen, etc.

All the stories will have different focus. The video stories should have following specifications:

- Up to 3 minutes;

- a Romanian version with the Romanian subtitle for social networks;
- with written messages (RO & RU) - key-points /text on the video image;
- a Romanian version with Russian subtitles for youtube.com and TVs;
- a final disclaimer that includes: slogan and logo of partners;
- full HD quality.

The video stories will be advertised via online platforms (GoogleAds) & social media channels (Boosting). Each story is expected to be promoted one month. The Agency will provide a proposal plan to be discussed & confirmed by UNFPA.

#### Activity 5. Organize 7 public events involving young people from Youth Centres and ensure wide visibility of events online and offline

The company will take active lead in logistical organization of the events, if needed: the agenda, a scenario, a press release, moderators, refreshments etc. The company will be responsible to promote them through local mass-media (pre- & after event), photos, a follow-up video reportages w/t key highlights from each local event, including opinions from young people and panoramic images from the events, and social media promotion (to be created an event on SM accounts, posts during the event /lives, to be added a photo album of the event).

The events will be organised in different regions of the country, including in Chisinau. In each event, is expected to participate at least 30-50 young people and additional 10 to 20 persons: other participants, i.e. LPAs representatives, community representatives, also national & local partners.

The events shall be organized on the following topics:

- 1) **Volunteering:** On the occasion of Volunteer recruitment week, the company is expected to organise 1 event in the region, with following deliverables:
  - 1 reportage / video of atmosphere (up to 2 minutes), that will include testimonials of new volunteers/ beneficiaries of YC and long-term beneficiaries;
  - 1 photo gallery presented during the event with printed photos, format A4, colour 4+0 (the source will be provided by YCs & UNFPA);

The event will engage at least 30 volunteers and members of the YC, who will wear branded clothes with the visual elements of the YC.

- 2) **Rights of most vulnerable young people** (in the context of State of the World Population Report launching event) – 1 event, the concept will be discussed & confirmed by UNFPA; at least following deliverables are expected:
  - 1 reportage / video of atmosphere (up to 2 minutes);
  - photo gallery from the event.
- 3) **Civic engagement of young people** – 2 events in the regions. The events will be organised in partnerships with implementing Partners of UNFPA. The concepts will be discussed & confirmed by



UNFPA; at least following deliverables are expected:

- 1 reportage / video of atmosphere (up to 2 minutes);

4) **Combating violence among young people** (in the context of 16 Days against violence campaign) – 1 event in the region. The concept of the event will be discussed & confirmed by UNFPA; at least following deliverables are expected:

- 1 reportage / video of atmosphere (up to 2 minutes);

- 1 photo album after event will be uploaded on SM accounts.

5) **Graffiti flash mob**: 1 event in the region. The young people will organize themselves into a larger group. Before the event, they will brainstorm on the options to paint a specific wall / public space / a public transport station, then they will go to the local authorities to ask permission and present the idea of decoration. Following deliverables are expected:

- 1 reportage / video of atmosphere (up to 2 minutes) with presentation of the transformation of the place, including with young people's impressions and accompanied by LPAs representative's quotes.

- 1 photo album after event will be uploaded on SM accounts.

6) **Quiz Champions**:

YCs will sign up for a Quiz. The contest will consist of 6 teams of 5 members each team.

Two weeks before the event will be promoted, a method of registering the participants will be suggested. The Agency is expected to continue develop the idea & scenario for the contest / event.

Following deliverables are expected:

- 1 reportage / video of atmosphere (up to 2 minutes); that will include quotes with impressions of participants;

- 1 photo album after event will be uploaded on SM accounts.

For all the above requests, the company is expected to propose the creative concepts of the events and detailed scenarios in order to make them appealing to young people and generate high visibility among national and local stakeholders, including media.

In the light of above, for each event, the Agency is expected to organize thematic articles on strategic portals for young people, some regional and central TV attendances: invitations to talk show, morning show or entertainment ones.

#### **Activity 6. Production of visibility materials for Youth Centres (design and printing services)**

The company is expected to provide the following services: Design, Layout, Printing and Production of Promo Products, as supporting materials for Youth Centres.

In this regard, designed materials will be used by volunteer teams of the Youth Centres, that would be engaged in the outreach activities. Youth volunteers would bring added value in advocating project activities and contribute to Youth Centre visibility in the community.

The Agency is required to print a poster about YC activities to be posted in schools with possibility to adjust

the content according to the name of each Youth Centre (44 localities).

### Activity 7. Support for the maintenance of the social media accounts of the YC (Facebook, Instagram, OK)

As part of this activity, the company is expected to ensure visibility of YC in social media. The Agency shall provide a plan of activities and a timeframe attached to it which will include at minimum: 3 posts per week for each platforms (including boosting). Produce 5 short (up to 30 sec) testimonials with new and experienced beneficiaries/volunteers of Youth Centres. The videos shall be adapted to different formats of social media platforms (Fb, Twitter, Instagram) and have written subtitles for better visualization of messages. At the end of the plan implementation, the following Key Performance Indicators (KPIs) shall be reached:

- Up to 3000 number of page likes/ followers on the Facebook account of Youth Centres network (YCN).
- Engagement rate and awareness of:
  - YCN's [Facebook](#) page - at least 1 000 000 views
  - YCN's [Instagram](#) page - at least 700.000 views

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

## 6. METHODOLOGY

UNFPA Country Office will identify a competent company based on the scores attributed to:

- 1) The profile of the company, presented in line with the requirements specified in the ToR;
- 2) The capacity of the organization to provide complex communication services (communication & event activities, design, printing) with a focus on engaging adolescents and youth in this process;
- 3) The portfolio of other similar experience and relevant products;
- 4) The technical and financial offer is in line with the requirements specified in the RfQ;

## 7. DELIVERABLES AND TIMEFRAME

Item	Description of Services	Technical specifications	Timeframe
1.	<b>Update and elaborate the detailed Communication Action Plan of Youth Centres for 2020.</b>	- Detailed Communication Action Plan with a timeframe table for 2020; - one focus group; A discussion with 10-12 young people. The quotes will include the costs related to travel, refreshments, venue rent and other relevant expenses.	By 17.04.20
2.	<b>Develop the visibility video spot of the Youth Centres</b>	- 1 video - up to 1 min; Voiceover in Romanian & with Russian subtitles; with written messages (RO & RU);  - 1 audio spot: Length: 30 secs; File type: Mp3; Voiceover: Romanian and Russian.	By 15.05.20



		- an indicative media plans for broadcasting at least on 5 TV channels (taking into account the latest audience ratings & target).	
3.	<b>Communication orientation session for Youth Centres managers/workers</b>	One orientation workshop with costs related to one-day session for 25 persons should be included in the quote: venue rent, necessary facilities (projector, PC, flipchart, others), refreshments, materials and transportation reimbursements for participants, etc. Agenda to be elaborated and consulted with UNFPA	By 30.04.20
4.	<b>Develop 3 success video stories of Youth Centres beneficiaries</b>	- 3 videos up to 3 minutes, each; Voiceover in Romanian; Subtitles in Romanian & Russians; Full HD quality;  - an advert plan on online & social media platforms;	By 01.12.20
5.	<b>Organize 7 public events involving young people from Youth Centres and ensure wide visibility of events online and offline</b>	- 7 creative concepts of the events and the scenarios; - full logistical organization of the events; - facilitate the communication about the events in local mass-media (through articles, interviews, photo reports); - 1 photo gallery presented; - 50 high-quality photos per event; - follow-up video reportages type, per event, up to 2 min, Full HD and web version (max.250 Mb), Ro language, w/t English and Russian subtitles: - social media promotion (for each public event will be created a FB event on RCTM account, posts during the event /lives, to be added a photo album of the even).	By 10.12.20

<p>6.</p>	<p><b>Production of visibility materials for Youth Centres (design and printing services)</b></p>	<p>Design &amp; print visibility materials:</p> <ol style="list-style-type: none"> <li><b>Thermo-cup:</b> Capacity 450 ml; Colour: black; Term transfer; 4+0; Item to be printed: logo YC; Product Size 7.7*6.8*21.3 cm, double wall, plastic thermo mug for drinking lid.</li> <li><b>Cotton polo shirt</b> with 3 wood-tone buttons; 214 g/m<sup>2</sup>; Size: S 150; M 175; L125; XL: 50; Colour: black; Item to be printed: logo YC (150mm x 120 mm) + Graphic element on back side (250x300 mm);</li> <li><b>Sweatshirt:</b> Fabric at least 80% cotton; Weight: 280 g/m<sup>2</sup>; brushed inside, double fabric hood, kangaroo pocket, wide rib cuffs and waistband with elastin; Size: S 100; M: 125; L: 75; Item to be printed: logo YC+ graphic element (250 mm x 200 mm).</li> <li><b>Notebook:</b> Cardboard cover ECO with logo applied 147*210*15mm; Printing: 4+0; 80 plain sheets; Item to be printed: logos of JF partners &amp; YC and graphic element (90mm x 100 mm).</li> <li>Recycled paper ballpoint <b>pen</b> (blue refill); Size: 40x158x3 mm; Item to be printed: logo &amp; slogan; printing: 4+0, 70x6 mm.</li> <li><b>Backpack</b> with zipped front pocket, padded back and shoulder straps. 600D polyester; Size: 280x380x120 mm; Printing: 4+0, Item to be printed: logo YC (120x50 mm).</li> <li>Cotton shopping <b>bag</b>, reusable with long handle 95 g/m<sup>2</sup>; Size: 370x410 mm; Item to be printed 4+0, A4 format: logo YC &amp; graphic element + text.</li> </ol>	<p>By 30.05.20</p>
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		<p>8. 1 <b>poster</b>, design to include graphic elements, photos and text; Printing format: A1; Full colour: 4+0; coated paper print. Language: Romanian (#70 pcs.) &amp; Russian (#30 pcs.).</p> <p>Design &amp; layouts:</p> <ul style="list-style-type: none"> <li>• <b>Infographics</b> – design &amp; layout of 5 pcs., with analytical work on text and creative approach on visual presentation.</li> </ul>	
7.	<p><b>Ensure high visibility of the YC network on social media networks</b></p>	<p>Maintenance of existing SM accounts (Facebook; Instagram; OK):</p> <ul style="list-style-type: none"> <li>- up to 3 posts per week (texts, online banners, infographics, GIFs, etc.);</li> <li>- 5 video testimonials with new &amp; experienced YC volunteers/ beneficiaries, up to 30 sec. with Ro &amp; Ru, Eng. subtitles;</li> <li>- involvement of digital influencers: at least 5 influencers and to describe the level of the involvement, depending on the topics / events.</li> </ul>	<p>By 31.12.20</p>

The Agency will develop the promo materials, including text and design, in close coordination with contracting company. The UNFPA Moldova CO will provide the Company the contact list of the YC network. The bidder will be responsible for communication with YC in developing and consulting the key messages, in coordination with UNFPA CO.

The Contractor will print the visual identity elements of the Youth Centres according to the technical specification provided in Annex 1 (Brand book).

**8. MANAGEMENT ARRANGEMENTS**

The Contracted Company’s Team has to designate a Team Leader and team members/focal points. The Team Leader will be accountable for timely delivery of qualitative results to accomplish the objectives of the present Terms of Reference. The Team Leader is expected to be in regular communication with UNFPA Moldova, coordinating all issues and should have expertise in delivering complex services in communication / media area and development of the elements of visual identity.

The team should cover, at least, the following areas of expertise:

- Institutional development (human resources, advocacy, good governance, management of resources. Networking, administrative/logistic work etc.).
- Media: writing skills, multimedia production skills (design, photography, video editing), social media engagement skills.
- Logistics: experience in event management, organization of high-level public events with a big audience and community mobilization events.

**9. TIMING (Duration of work)**



The assignment shall be conducted in the following period: from the date of Contract enters into force until **15 December 2020**. The deliverables are expected to be submitted in accordance with the provisions of point 7 “Deliverables and Timeframe” of the present Terms of Reference.

**10. 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 - 30% - upon submission and approval by the UNFPA of deliverables # 1, 2  
and
- 2nd installment - 30% - upon submission and approval by the UNFPA of deliverables # 3, 6
- 3<sup>rd</sup> -last installment – 60% - upon submission and approval by the UNFPA of deliverables #4,5,7





### 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:	<a href="mailto:nerpii@unfpa.org">nerpii@unfpa.org</a>

The deadline for submission of questions is **11 March 2020, 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 email 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 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: **Monday, 23 March 2020, 23:59 (Moldova local time)**<sup>1</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: **RFQ N° UNFPA/MDA/RFQ/2020/003 – Develop and implement a communication Campaign for increasing the visibility of the Youth Centres network from Moldova**. Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- 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.

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



- 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 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		30%	
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 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>	100		20%	
<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>	100		10%	



<b>Specific experience and expertise relevant to the assignment:</b> <ul style="list-style-type: none"> <li>• <i>Proved capacity to conduct Communication campaigns, elaboration of video / audio spots, design, logistics and event management, brand management, social media experience (40 pts);</i></li> <li>• <i>Previous proven experience of having conducted at least 3 large communication and public relations campaigns and at least 3 social media campaigns. Experience on charged topics and on youth issues will be considered an advantage. (20 pts).</i></li> <li>• <i>Demonstrated experience working with mainstream media (20 pts)</i></li> <li>• <i>Working experience with Local Public Authorities (20 pts).</i></li> </ul>	100		30%	
<b>Grand Total All Criteria</b>	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:

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





#### **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, representative's 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. Nigina Abaszada, UNFPA Resident Representative at [abaszade@unfpa.org](mailto:abaszade@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:

**Dr. Nigina Abaszada, UNFPA Resident Representative**

Signature: 

DATE: 03/02/2020





## PRICE QUOTATION FORM

Name of Bidder:

Date of the quotation:

Click here to enter a date.

Request for quotation N°:

UNFPA/MDA/RFQ/2020/003

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 all taxes**, since UNFPA is exempt from taxes.

Example Price Schedule below: *[Delete after properly completing the Price Schedule, also develop excel version]*

Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, USD	Total, USD
<b>Deliverable 1: Update and elaborate the detailed Communication Action Plan of Youth Centres for 2020</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 2: Develop the visibility video &amp; audio spot of the Youth Centres</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 3: Communication orientation session for Youth Centres managers/workers</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 4: Develop 3 success video stories of Youth Centres beneficiaries</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 5: Organize 7 public events involving young people from Youth Centres and ensure wide visibility of events online and offline</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 6: Production of visibility materials for Youth Centres (design and printing services)</b>				
<i>(please specify)</i>				





(please specify)				
(please specify)				
<i>Sub-Total Expenses</i>				\$\$
<b>Deliverable 7: Support for the maintenance of the social media accounts of the YC (Facebook, Instagram, OK)</b>				
(please specify)				
(please specify)				
<i>Sub-Total Expenses</i>				\$\$
<i>Total Contract Price</i>				\$\$

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/MDA/RFQ/2020/003 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





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**

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

A handwritten signature in blue ink is located in the bottom right corner of the page.

