

Date: 23 July 2019

REQUEST FOR QUOTATION

RFQ N° UNFPA/MDA/RFQ/2019/009 – Implement Communications Strategy in the area of cervical cancer prevention in the Republic of Moldova

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **implement an awareness raising campaign on cervical cancer prevention in Moldova with the aim to increase the coverage of target group of the population (women 25-61 years of age) with cervical screening services and to reduce the incidence of cervical cancer** 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)

Title	PR Company to implement the Communication Strategy in the area of cervical cancer prevention in the Republic of Moldova
Duty Station	Republic of Moldova
Duration	August 2019 - March 2020
UNFPA Strategic Plan Outcome	Sexual and Reproductive Health
UNDAF Outcome	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	Enhanced health system capacity to develop and implement policies and programmes at all levels that ensure equal access to high quality sexual and reproductive health and reproductive rights services, including commodities by those women, adolescents and youths left further behind, including in humanitarian settings
Funding	"Cervical Cancer Prevention in Moldova" Project, co-financed by the UNFPA United Nations Population Fund, and SDC, Swiss Agency for Development and Cooperation / Swiss Cooperation Office in Moldova

1. BACKGROUND



UNFPA has been active in the Republic of Moldova since 1995, and among other priorities has been actively engaged in supporting the Government's efforts to implement an effective cervical screening programme and strengthening national capacities in this field, taking into account that cervical cancer remains among the leading causes of cancer deaths in women at the country level.

In the past years, a series of interventions were supported at the national level by the United Nations Population Fund (UNFPA), in partnership with Swiss Agency for Development and Cooperation (SDC), International Cervical Cancer Prevention Association (ICCPA), RoAid, Government of Japan and other partners, under the leadership of the Ministry of Health, Labor and Social Protection of the Republic of Moldova, including:

- capacity assessment and action plans development for setting a well-organized national cervical screening programme;
- establishment of the Cervical Screening Coordination Unit and the National Referral Colposcopy Centre at the Mother and Child Institute;
- development of standard operating procedures for cervical screening services;
- endowment of all medical education institutions at the national level (medical university and colleges) with gynecological examination simulators that are used for development of practical skills of medical personnel for taking quality cervical smears at the PHC level in the framework of cervical screening;
- assessment of the histopathology and cytology laboratories, as well as of technical performance of colposcopy equipment;
- endowment of cytology and histopathology laboratories of the Republican Clinical Hospital, Mother and Child Institute and Republican Clinical Diagnostic Centre, with necessary equipment used in the framework of cervical screening;
- training curricula revision and updating, as well as capacity building of primary health care personnel in the field of cervical screening, laboratory personnel on cytology and histopathology and gynecologists on colposcopy;
- conducted KAP Survey and developed Behavioral Change Communication Strategy on Cervical Cancer Prevention;
- establishment of a partnership between Government, NGOs, professional associations, mass-media, partners for development, to support awareness increase on cervical cancer prevention etc.

The success of the carried out interventions encourages further cooperation to support cervical cancer prevention efforts of the national Government within "Cervical Cancer Prevention in Moldova" Project. In this regard, UNFPA and SDC, among other priorities, will continue providing support for the implementation of the Behavioral Change Communication Strategy on Cervical Cancer Prevention based on KAP Study results and including also implementation of an action plan with aim to increase awareness of the target group of population on the importance of the cervical screening and also to increase the demand for the respective services.

Cervical cancer is among the leading causes of cancer deaths in women at the national level, affecting especially young women of 35- 45 years old, when they are at the top of their professional careers and carrying for their families, thus the social impact of cervical cancer is greatly increased because it removes mothers from their families and workers from the economy. At the same time, cervical cancer is a type of cancer that can be easily prevented through HPV vaccination in adolescence and cervical screening once in 3 years done at the family doctor for women aged 25-61 years.

In Moldova, the awareness on cervical cancer and its prevention methods is still low, so the statistics related to cervical cancer morbidity and mortality are alarming. Almost every day a woman in the Republic of Moldova is diagnosed with cervical cancer, whilst once in every three days one woman dies because of it.

The Survey on Knowledge, Attitudes and Practices on Cervical Cancer Prevention, which was conducted in Moldova in 2018 (<https://moldova.unfpa.org/sites/default/files/pub-pdf/KAP%20Survey%20Report%20on%20cervical%20cancer%20Chisinau%202018.pdf>), reveals some important facts to be taken into account:

- only 24 % of women 25-61 years of age knew about the cervical screening service;
- 47% of women 25-61 years of age know about the fact that the cytology test is a cervical cancer prevention method; same number of women know that the test can be made free of charge at the family doctor;
- 59% of women 25-61 years of age have never performed a screening test, the majority of them being from rural areas and vulnerable families. The top reasons mentioned why women do not do the Pap test are - lack of time, cancer fear and lack of knowledge where to ask for the Pap test.

An information campaign will be implemented based on the developed Communication Strategy, taking into account the KAP Study results, with the primary focus on informing women from the target age group (25-61 years) about the importance of cervical cancer prevention, the availability and accessibility of cervical screening services in the Republic of Moldova, as one of the prevention methods of cervical cancer, and to encourage them to act more responsibly with regard to their own health and do the Pap test at the family doctors.

The success of the communication campaign will be evaluated by comparing the results of the baseline Study on Knowledge, Attitudes and Practices on Cervical Cancer Prevention, conducted in the Republic of Moldova in autumn 2018, with the results of a similar KAP Study to be conducted in 2020.

2. PURPOSE OF THE ASSIGNMENT

UNFPA Moldova Country Office is looking to contract a local PR Company with the purpose to implement an awareness raising campaign on cervical cancer prevention in Moldova with the aim to increase the coverage of target group of the population (women 25-61 years of age) with cervical screening services and to reduce the incidence of cervical cancer.

3. OBJECTIVES OF THE ASSIGNMENT

To implement an awareness raising campaign based on the National Communication Strategy on Cervical Cancer Prevention (Annex 1 to the ToR) with the following objectives:

1. To increase awareness of the target group of the population (women 25-61 years of age) on the importance of cervical cancer prevention.
2. To increase awareness of the target group of the population (women 25-61 years of age) on the availability and accessibility of cervical screening services (that the cytology test is made free of charge and by the Primary Health Care providers);
3. To increase the percentage of women who know about cervical screening services (from 24% in 2018 to 65% in 2020).

The messages of the awareness raising campaign shall address the following issues identified in the KAP study:

- The low degree of knowledge by the target group of the population (women 25-61 years of age) about the existence of the cytology test;
- Lack of awareness about the fact that the test can be made free of charge at the time of addressing to the family doctor, regardless of the mandatory medical insurance status;
- Lack of awareness about the fact that the test can be made by the family doctor or the medical assistant;
- Alarming situation related to the level of knowledge, understanding and action regarding the cytology test of the target group of the population (women 25-61 years of age) living in the North and South of the country;
- 44% of women of the target group of the population (women 25-61 years of age) explained the barriers of doing the test by the lack of time, waiting time at the doctor, as well as fear of finding atypical cells or cancer;
- Selection of relevant communication channels that would deliver the message undistorted and would increase the level of awareness and understanding.

The target group of this campaign are women aged 25-61 years old, living on the entire territory of the Republic of Moldova, with a special focus on the North and South areas and women with low income and socially vulnerable. The campaign will be also addressed to women with the same age that made at least once the cytology test with aim to inform them on the recommended periodicity of the respective test. Another target of the campaign represents the medical staff that are expected to improve their communication with the beneficiaries explaining the importance of the cytology test on one hand, and to intensify the communication campaign on the other hand, informing the target group of the population (women 25-61 years of age) on the existence, accessibility and the given free of charge service at the primary health care level.

The selected company is expected to develop and implement a number of messages and activities by means of direct communication using printed, as well as audio and video materials, social media network, TV and radio stations, as well as organizing local events. One of the key factors of communication campaign will be micro- and macro influencers, those persons that are considered being reliable and popular on community level, but also on national level. An essential role in the campaign is attributed to medical staff in their quality of message amplifiers.

The main elements of the campaign are as follows:

- Information campaign focused on potential beneficiaries using mass media and other advertising resources;
- Information campaign and call to action of beneficiaries through health care institutions and family doctors/medical assistants at the local level;
- Campaign to intensify the call for action through the social media influencers;
- Outreach campaign implemented at the local level through local influencers;
- Campaign to raise awareness of family members and relatives of the beneficiaries through social media, with aim to encourage women of eligible age (25-61 years old) to do the cytology test once every three years.

4. ACTIVITIES

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

1. Develop the logo of cervical cancer campaign

The existing logo of cervical cancer prevention at the global and regional level is the turquoise ribbon. It was used already in Moldova and should be further adapted and finalized for national use during the cervical cancer prevention campaign, including during the annual Cervical Cancer Prevention awareness week. The company is expected to elaborate the design of the logo and suggest visual ways of using the logo together with the existing slogan of the campaign.

2. Design of social media materials

Social media shall be used for disseminating the relevant information regarding cervical cancer prevention. In this context, the selected company will develop 4 twibbons to be used during the campaign: 3 types for women and one type for men.

3. Develop and broadcast a video spot of the campaign.

The main purpose of this campaign is to inform the women about the fact that the cytology test is free of charge, whilst being performed by the family doctor or Primary Health Care providers. The role of mass media is to present this test as an equitable service offered by the national health system. Since the KAP Study showed that that 65% of beneficiaries would trust the information received through TV channels, the contracted Company will develop a video spot that will be broadcasted at the initial and last stage of campaign implementation, during maximum audience hours for the target group.

Contracted Company will calculate the corresponding GRP, taking into account the demographic characteristics of the audience: women aged 25-61 years, rural and urban areas, especially from the North and South regions, with medium and low level of living conditions / medium and low income, speaking Romanian/Russian/Gagauzian, based on data related to the channel audience provided by the audience tracker.

The video spot will have to be adapted for social media and LED platforms.

4. Develop and broadcast a radio spot

The text of the video spot will be further adjusted for the radio and broadcasted between the periods of TV transmission in order to transform it into a recall message. The radio is an important and efficient informational source, especially in rural areas.

5. Organize two focus group discussions to test the messages of the campaign

The focus groups will involve women from the target audience, as well as their partners & family members, including from urban/rural areas, South/North/Centre, different age groups, level of education and income. The main goal of this activity is to ensure that the messages of the campaign resonate well with the beneficiaries and have maximum impact.

A handwritten signature in blue ink, appearing to be 'AS', is located in the bottom right corner of the page.

6. Identify a list of influencers and negotiate their involvement in the campaign

One of the key elements of the communication strategy is to use the macro-influencers as promoters and amplifiers of the campaign messages. As such, the company is expected to research, identify and propose a list of maximum 10 influencers who would be suitable to act for this purpose. The macro-influencers should be notorious people with different backgrounds, age and occupation, considering the fact that each social group has its own preferences related to public persons. The macro-influencers are not supposed to be political figures, with some exceptions, which will be discussed at the stage of implementation of this activity. 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.

7. Identify supermarkets and pharmacies and negotiate their involvement in the campaign, as well as engaging the Public Transportation Agency

With the purpose to intensify the dissemination of the main messages that will be used during the campaign, the contracted Company will identify and negotiate partnerships with one network of supermarkets and one network of pharmacies, to broadcast the developed video spot and distribute the information materials. Contracted Company will also negotiate with the Public Transportation Agency to use the TV screens installed in the public transport for broadcasting the developed video spot.

8. Design and printing of information materials addressed to women (25-61 years of age) and health professionals.

As part of this activity, the company will be in charge of the elaboration of design and print of leaflets, posters and information instructions for health professionals. The technical specifications are listed in the Table of Deliverables below.

9. Design and print of out-door advertising materials

The company will elaborate the design and print banners for promotion on billboards. The contracting Company will conduct the negotiations with advertising companies on the basis of a corporate social responsibility.

10. Capacity building of 20 journalists on how to report and cover cervical cancer prevention messages and activities.

The contracted Company will organize half-day informative workshop with 20 journalists on how to report and cover cervical cancer prevention messages and activities, especially in light of upcoming events dedicated to cervical cancer prevention, including during the annual Cervical Cancer Prevention awareness week organized in January. The company will work closely with the contractor to select the trainers and the media representatives, as well as the location for the activity.

11. Develop and implement the media plan of the campaign

The contracted Company will submit the media plan for the informational campaign implementation, including:

- 1-month TV campaign (2 TV channels with national coverage and 2 regional TV channels)
- 1-month radio campaign (3 radio stations)

- 1-month digital media campaign or online platforms (3)
- Social media campaign (2)
- 1-month campaign in supermarkets (1 network)
- 1-month campaign in public transport (Chisinau and regions)

5. DELIVERABLES AND TIMEFRAME

	Deliverable	Specifications	Timeframe
1	Logo of cervical cancer campaign developed	Turquoise ribbon together with the existing slogan of the campaign	2 September 2019
2	Design of social media materials	4 twibbons developed for social media use Social media campaign implemented	2 September 2019
3	Video spot developed and broadcasted	30 second length, in Romanian and Russian voice over, HD version, web version (up to 250 Mb) The video spot shall be adapted for use on LED platforms in public spaces	15 September 2019
4	Radio spot developed and broadcasted	30 seconds length, in Romanian and Russian, Mp3 format	20 September 2019
5	Focus group discussions organized	2 focus group discussions (at least 10-12 participants per FG)	2 September 2019
6	Select and negotiate with influencers	At least 10 influencers (journalists, vloggers/bloggers, singers, celebrities etc.) identified and engaged in the campaign	2 September 2019
7	Select and negotiate partnerships with supermarkets, pharmacies and public transportation company	At least 1 network of supermarkets and 1 network of pharmacies negotiated and engaged in the campaign The Public Transportation Agency engaged in the campaign	9 September 2019
8	Information materials elaborated and printed	- <u>instructions for doctors</u> A4 format, 1 sheet (2 pages) laminated Qty.: 2.000; - <u>info posters for medical facilities</u> Size: A0 format Language: Ro and Ru (double sided) Color printing 4+4, glossy paper Qty.: 2.500; - <u>info leaflets for women</u> Color printing, 4+4, 4 pages Qty.: 75.000	27 September 2019

		- <u>info posters for pharmacies and public transport</u> Size: A4 format Color printing, glossy paper, Ro and Ru languages, 4+4 Qty.: 2.500;	
9	Out-door advertising materials elaborated and printed	15 billboards	27 September 2019
10	Capacity building of 20 journalists	Half-day event for 20 journalists: <ul style="list-style-type: none"> • Selection of journalists • Meeting room for the training • 1 coffee-break + 1 lunch • 1 trainer (health practitioner) • Media kit 	15 November 2019
11	Media plan of campaign developed and implemented	- 1-month TV campaign (2 TV channels with national coverage & high audience and 2 regional TV channels) [at least two broadcastings of the spot in primetime - morning & evening] - 1-month radio campaign (3 radio stations) [at least two broadcastings of the spot in primetime - morning & evening] - 1-month digital media campaign or online platform (3) - Social media campaign (2) - 1-month campaign in supermarkets (1 network) - 1-month campaign in public transport (Chisinau and regions)	20 September 2019

6. MANAGEMENT ARRANGEMENTS

UNFPA will contract a selected PR Company with experience in Behavior Change Communication Strategies / implementation of campaigns in the health area.

Organizational settings: the Company will work under the direct supervision of the UNFPA Moldova and the Ministry of Health, Labour and Social Protection. The Company is responsible for delivering qualitative and prompt results to accomplish the objectives of this Terms of Reference.

UNFPA, Ministry of Health, Labour and Social Protection and the Cervical Screening Coordination Unit 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 March 2020. 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, 8 and 9
- 2nd installment - 50% - upon submission and approval by the UNFPA of deliverables # 5, 6, 7, 10 and 11

9. PROPERTY RIGHTS

The United Nations Population Fund (UNFPA), Ministry of Health, Labor and Social Protection and Cervical Screening Coordination Unit will have the ownership of all deliverables produced during the respective assignment, and may use them for further purposes other than provided in this ToR.

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

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, Procurement Focal Point
Email address of contact person:	rusu@unfpa.org

The deadline for submission of questions is **29 July 2019, 23:59 (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 PR 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: Monday, 5 August 2019, 23:59 (Moldova local time)**¹.

Name of contact person at UNFPA:	Irina Dragutanu, Designated 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 N° UNFPA/MDA/RFQ/2019/009 – Implement Communications Strategy in the area of cervical cancer prevention**. 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.

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



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		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 style="list-style-type: none"> • <i>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);</i> • <i>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 health sector (55 pts);</i> • <i>Language Qualifications: proficiency in Romanian and Russian (15 pts).</i> 	100		25%	
General profile of the company: <ul style="list-style-type: none"> • <i>General organization's reputation and expertise in areas of media, public relations and advertising campaigns (30 pts);</i> • <i>A minimum of 5 years of relevant experience (30 pts);</i> • <i>Experience with similar assignments in Moldova context on awareness raising campaigns on social and health issues (40 pts).</i> 	100		20%	

<p>Specific experience and expertise relevant to the assignment:</p> <ul style="list-style-type: none"> • Proved capacity to conduct PR campaigns on social issues, including multimedia production, elaboration of video / radio spots, design, logistics and event management, brand management, social media experience (40 pts); • Proved capacity to initiate and conduct partnerships agreements with private sector, government institutions, media companies and influencers. (20 pts) • Proved experience in providing innovative communication solutions and out of the box ideas (20 pts). • Proved experience in monitoring and evaluation of the results of implemented campaigns (20 pts) 	100		30%	
<i>Grand Total All Criteria</i>	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.

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 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 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.

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:

Rita Columbia, UNFPA Representative

Signature: 

DATE: 25.07.19





PRICE QUOTATION FORM

Name of Bidder:

Date of the quotation:

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

Request for quotation N°:

RFQ N° UNFPA/MDA/RFQ/2019/009 – Implement
 Communications Strategy in the area of cervical
 cancer prevention
 USD

Currency of quotation :

**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.

Note: You may add as many lines as required.

Item	Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, USD	Total, USD
Deliverable 1: Logo of cervical cancer campaign developed					
1. Professional Fees					
1.1	Designer <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 1					\$\$
Deliverable 2. Design of social media materials					
1. Professional Fees					
1.1	Designer <i>(please specify)</i>				
1.2	Copy writer <i>(please specify)</i>				
1.3	Social Media Manager (SMM) <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 2					\$\$
Deliverable 3. Video spot developed and broadcasted					

1. Professional Fees					
1.1	Script writer <i>(please specify)</i>				
1.2	Scenographer <i>(please specify)</i>				
1.3	Videographer <i>(please specify)</i>				
1.4	Video editor				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 3					\$\$
Deliverable 4. Radio spot developed and broadcasted					
1. Professional Fees					
1.1	Sound editor <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 4					\$\$
Deliverable 5. Focus group discussions organized					
1. Professional Fees					
1.1	Expert in quality studies (sociologist) <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 5					\$\$
Deliverable 6. Select and negotiate with influencers					
1. Professional Fees					
1.1	Team Leader <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$



Total Deliverable 6					\$\$
Deliverable 7. Select and negotiate partnerships with supermarkets, pharmacies and public transportation company					
1. Professional Fees					
1.1	Team Leader <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
Sub-Total Professional Fees					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
Sub-Total Other Expenses					\$\$
Total Deliverable 7					\$\$
Deliverable 8. Information materials elaborated and printed					
1. Professional Fees					
1.1	Copy writer <i>(please specify)</i>				
1.2	Designer <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
Sub-Total Professional Fees					\$\$
2. Other expenses – printing services					
2.1	- <u>instructions for doctors</u> A4 format, 1 sheet (2 pages) laminated	each	2000		
2.2	- <u>info posters for medical facilities</u> - Size: A0 format - Language: Ro and Ru (double sided) - Color printing 4+4, glossy paper	each	2500		
2.3	- <u>info leaflets for women</u> Color printing, 4+4, 4 pages	each	75000		
2.4	- <u>info posters for pharmacies and public transport</u> - Size: A4 format - Color printing, glossy paper, Ro and Ru languages, 4+4	each	2500		
Sub-Total Other Expenses					\$\$
Total Deliverable 8					\$\$
Deliverable 9. Out-door advertising materials elaborated and printed					
1. Professional Fees					
1.1	Copy writer <i>(please specify)</i>				
1.2	Designer <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
Sub-Total Professional Fees					\$\$
2. Other expenses – printing / production services					
2.1	Billboards	each	15		
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				



<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 9					\$\$
Deliverable 10. Capacity building of 20 journalists					
1. Professional Fees					
1.1	Team Leader <i>(please specify)</i>				
1.2	Expert in health care services <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	Rent of meeting room for half-day	each	1		
2.2	Coffee break				
2.3	Lunch				
2.4	Media kit				
2.5	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 10					\$\$
Deliverable 11. Media plan of campaign developed and implemented					
1. Professional Fees					
1.1	Media planner <i>(please specify)</i>				
1.2	Expert 2 <i>(please specify)</i>				
1.3	Expert 3 <i>(please specify)</i>				
<i>Sub-Total Professional Fees</i>					\$\$
2. Other expenses					
2.1	<i>(please specify)</i>				
2.2	<i>(please specify)</i>				
2.3	<i>(please specify)</i>				
<i>Sub-Total Other Expenses</i>					\$\$
Total Deliverable 11					\$\$
Total Contract Price					\$\$

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/2019/009 – Implement Communications Strategy in the area of cervical cancer prevention 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





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](#)