



Date: 18 March 2019

## REQUEST FOR QUOTATION RFQ N° UNFPA/MDA/RFQ/2019/002 – Media services

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **Communication and multi-media services to raise public awareness about reproductive health rights issues, with a focus on parents and young people, and combat stereotypes and taboos** 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>UNFPA Strategic Plan 2018 – 2021 Outcome 2</b>	Every adolescent and youth, in particular adolescent girls, is empowered to have access to sexual and reproductive health and reproductive rights, in all contexts.
<b>UNDAF Outcome 4</b>	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.
<b>UNFPA Country Programme Output</b>	Output no.1: 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.
<b>Funding</b>	UNFPA Moldova
<b>Duty Station:</b>	Republic of Moldova
<b>Duration:</b>	10 April 2019 – 30 November 2019

#### 1. BACKGROUND

Republic of Moldova and international community celebrates in 2019 25 years since the Cairo Conference on Population and Development (ICPD), where 179 governments agreed that sexual and reproductive health and rights (SRHR) are the cornerstone of global development. For the first time in history, global leaders recognized that when women and men are empowered to make their own choices about reproductive rights, the whole world prospers. Despite that agreement, the SRHR agenda is not fully realized in many countries and Republic of Moldova is not an exception.



In 2018, Moldova adopted the National Programme on Sexual and Reproductive Health and Rights 2018-2022, being a pioneer in the Eastern European region in this regard. The document is inclusive and addresses the needs of vulnerable populations with a costed action plan.

Despite the achievements at the policy level, the success of the programme much depends on the public attitudes towards sexual and reproductive health and rights. It is usually a shame to talk about sexuality and body changes, puberty, menstruation, contraception, mental health or likewise issues in the family, at school or in the community. As a result, young people often end up in risky behaviours, such as unplanned pregnancies, sexually transmitted infections, gender based violence, while women do not have the power and choice to decide in their families and live a life with dignity, free of violence and abuse.

More than 2,600 teen girls, especially from rural communities and vulnerable families, become mothers every year and each of the 10th pregnancy interruption is performed by a young woman aged 15-19. The physical and mental well-being of these girls are often affected. They are afraid and ashamed to talk about their situation with their mothers and fathers; they do not seek for support at school or other youth community centres.

Similarly, some gender norms are striking as well. Over 90% of men and 80% of women agree that one of the most important thing for a woman is to take care of the home and cook for her family. Men also take the most important decisions for the family, even if more than half of the women would like to have a stronger word to say in their family and relationship.

These attitudes and stereotypes undermine the development process of the country and create obstacles towards full realization of SRHR agenda. UNFPA is willing to change the situation, by fueling discussions on these sensitive topics with decision makers, media, civil society, influencers, business sector, as well as parents, young people, sports and professional associations, to gain public support for the implementation of the SRHR agenda and make a long-lasting change for people.

## **2. THE PURPOSE**

UNFPA Moldova CO is looking to contract a media NGO/platform to develop and conduct a public awareness campaign on sexual and reproductive health and rights to combat myths and stereotypes and increase demand for SRHR information and services.

The initiative will contribute to the realization of Outcome #2 of UNFPA Country Programme and support the interventions on:

- Support the creation of platform (women's right NGOs, youth-led NGOs, human rights advocates, media associations) to advocate for increased access to sexual and reproductive health education and services of young people.
- Expand the mass media coverage of health education and sexual and reproductive health-related issues.

## **3. OBJECTIVES OF THE ASSIGNMENT:**

1. Produce 15 multimedia projects, including video/photo-galleries and promote them among key target groups, with a focus on parents and young people.
2. Organize "Let's Talk conference" to kick-off discussions around sexual and reproductive health rights of women and girls in the context of ICPD@25 review.
3. Organize 5 public events involving participants from 22 communities to raise the awareness on





prevention of teen pregnancy, end unmet need for family planning, gender based violence in the context of "Let's talk" campaign.

#### 4. ACTIVITIES:

In order to accomplish the above-mentioned objectives, the company will have to perform the bellow mentioned activities.

##### **Activity 1:** Research, analyse and produce 15 multimedia projects, including video/photo-galleries targeting parents, adolescents and youth:

- 10 multimedia projects engaging with celebrities, influencers, opinion leaders, business sector, sports champions, supporting the SRHR agenda.
- 5 multimedia projects supporting UNFPA events in communities.

**Style:** The multi-media projects will follow UNFPA style, using powerful images, video material, photo-cards, and infographics. Each multimedia project will contain at least 1 video (40-60 sec) and 3 quality photos of the protagonists, to be agreed with UNFPA. The materials will be produced in Romanian with English subtitles.

##### **Activity 2.** Organize "Let's talk conference" to kick-off discussions around sexual and reproductive health rights of women and girls and combat taboos and stereotypes in the context of ICPD@25 review.

The 1-day conference will be organized in Chisinau with an audience of maximum 100 people in close coordination with UNFPA. The conference will follow the format of Let's Talk conference organized in 2018 in Antalya (Details here: <https://elbi.com/aboutletstalk>) and engage decision makers, development partners, business sector, journalists, influencers, civil society groups, vulnerable populations in a conversation around taboos and stereotypes surrounding women's reproductive health and rights and the need to dismantle them. During the conference, speakers will be expected to deliver presentations, share good practices, provide ideas and commit to support further changes in their own organizations. The media NGO/platform team is expected to:

- Coordinate the implementation of the final concept of the conference, as suggested by UNFPA;
- Research and identify relevant speakers, moderators for the conference, in consultation with UNFPA;
- Ensure the visibility and branding of the event, including elaboration of relevant banners and promo materials;
- Ensure the logistics: coffee breaks, technical equipment, music, projector, and other needs as required;
- Ensure a suitable venue for the event. Partnerships for non-cost venue/ discounts are encouraged;
- Ensure invitation and participation of diverse media representatives;
- Suggest innovative elements during the conference (exhibitions, quizzes, fashion shows);
- Ensure promotion of the event (before and after), in close consultation with UNFPA;
- Provide a media report and photo/video documentation of the event.

##### **Activity 3.** Organize 5 public events involving participants from 22 communities to raise the awareness on prevention of teen pregnancy, family planning, gender based violence in the context of "Let's Talk" campaign.

The events will be organized in coordination with UNFPA. The location and format of the events will be discussed and agreed with UNFPA. The media organization team is expected to:



- Promote the event among young people, youth volunteers, parents, local authorities, media, public figures, celebrities to ensure their participation;
- Suggest innovative formats for the organization of events;
- Ensure a suitable venue for the event. Partnerships for non-cost venues are encouraged such as public parks/squares, Novateca libraries, youth health centres, schools etc.
- Promote the events in media/ social media (elaborate the scenarios, creative ads, invitations, gifs, media advisory and press release);
- Ensure the logistics: coffee breaks, technical equipment, music, projector, and other needs as required.
- Provide media reports and photo/video documentation of the event.

## 5. METHODOLOGY

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

- 1) the profile of the media NGO/platform, including the target audience, in line with the requirements specified in the ToR;
- 2) the relevant experience and capacity of the organization to provide complex communication and media services (multi-media production and promotion and event organization);
- 3) the CVs of the team members and the project coordinator;
- 4) the proved capacity to initiate and develop partnerships with influential people, parents, adolescents, youth and engage them in public events.
- 5) the proved capacity to ensure logistic support for a smooth organization of public events.

## 6. DELIVERABLES AND TIMEFRAME

Deliverables	Indicative Timeframe
15 multimedia projects on SRHR issues	April - November
<p><b>“Let’s talk conference”</b> to kick-off discussions around sexual and reproductive health rights of women and girls in the context of ICPD@25 review:</p> <ul style="list-style-type: none"> <li>• Conference report, including media report and photo/video documentation;</li> <li>• List of partners, speakers involved and their contact details.</li> </ul>	April - June
<p><b>5 public</b> events engaging participants from 22 communities to raise the awareness on prevention of teen pregnancy, family planning, gender-based violence as part of “Let’s talk” campaign:</p> <ul style="list-style-type: none"> <li>• Events report, including media reports and photo/video documentation;</li> <li>• List of partners, speakers involved and their contact details;</li> <li>• List of local stakeholders.</li> </ul>	July - November

## 7. MANAGEMENT ARRANGEMENTS

The Contracted Company’s Team has to designate a Team Leader and team members. 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 necessary issues.





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.

**Duration of work:** The assignment shall be conducted in the following period: from the date of Contract enters into force until 30 November 2019. The deliverables are expected to be submitted in accordance with the provisions of point 6 “Deliverables and Timeframe” of the present Terms of Reference.

**Payment:** The payments will be done in instalments after submitting the deliverables, as agreed between UNFPA and the contractor.



### III. Questions

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

Name of contact person at UNFPA:	<b>Diana Selaru, UNFPA Administrative and Finance Associate</b>
Tel N°:	<b>+373 22 214002</b>
Email address of contact person:	<b><a href="mailto:selaru@unfpa.org">selaru@unfpa.org</a></b>

The deadline for submission of questions is **24 March 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 project objectives / deliverables as per the ToR, including Brief Concept Note (short scenarios and ideas) for multimedia projects and media events;
  - ✓ Work plan / time scales given in the proposal and its adequacy to meet the project 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 media services (reporting and event organization) with a focus on engaging adolescents and youth.
  - ✓ 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: Sunday, 31 March 2019, 23:59 (Moldova local time)**<sup>1</sup>.

Name of contact person at UNFPA:	<b>Alexandru Rusu, UNFPA Administrative Associate</b>
Email address of contact person:	<b><a href="mailto:moldova.office@unfpa.org">moldova.office@unfpa.org</a></b>

Please note the following guidelines for electronic submissions:

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



- The following reference must be included in the email subject line: **RFQ N° UNFPA/MDA/RFQ/2019/002 – Media services**. 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 project</b>	100		20%	
<b>Work plan/time scales given in the proposal and its adequacy to meet the project objectives</b>	100		20%	
<b>Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.):</b> <ul style="list-style-type: none"> <li>• <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></li> <li>• <i>Creative and professional journalist, photographer, videographer, event manager/ logistical support team, with expertise in covering social issues, including on youth and women’s rights (30 pts);</i></li> <li>• <i>Experience with similar projects in Moldova, promoting adolescents / youth and social related issues (25 pts);</i></li> <li>• <i>Language Qualifications: proficiency in Romanian, Russian, English (15 pts).</i></li> </ul>	100		15%	





<p><b>Specific experience and expertise relevant to the assignment:</b></p> <ul style="list-style-type: none"> <li>• Experience of organizing high-level public/media events with the involvement of target audiences: young people, media experts, parents, influencers (30 pts);</li> <li>• Availability of technical equipment (photo and video equipment) (20 pts);</li> <li>• Experience in producing multimedia materials (text, photo, video) and promote them among specific target groups (30)</li> <li>• Relevant experience with UN/UNFPA and/or development issues in Moldova (20 pts).</li> </ul>	100		30%	
<p><b>Profile of the company and relevance to the Project:</b></p> <ul style="list-style-type: none"> <li>• General organization's reputation and media expertise in covering adolescents and youth issues, parenting, gender based violence, rights and taboos related to SRH (30 pts);</li> <li>• Audience of the media platform and engaged number of visitors/readers (30 pts);</li> <li>• Proved capacity to provide complex communication/media services: multimedia production, photography, videography, design, logistics and event management (20 pts);</li> <li>• Experience in working with young people and engaging them in a creative way (20 pts).</li> </ul>	100		15%	
<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, 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:

**Rita Columbia, UNFPA Representative**

Signature: 

DATE: 19.03.2015





**United Nations Population Fund**  
Moldova Country Office  
131, 31 August 1989 str., Chisinau, MD 2012, Moldova  
E-mail: [moldova.office@unfpa.org](mailto:moldova.office@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

