



Date: 12 July 2018

REQUEST FOR QUOTATION
RFQ N° UNFPA/MDA/RFQ/2018/005 – Communication Strategy of the Youth Centers

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **to provide complex services for development of the communication strategy of the Youth Centers, including visibility elements user guide, designing and layout for the visibility elements of the Youth Centers and printing services of the developed visibility products** 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)

UNFPA Strategic Plan 2018 – 2021 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 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	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>
Program for the Development of Youth Centers 2017-2022	<p><i>Program aim:</i> Strengthen the institutional capacities of Youth Centers that would allow the development and territorial extension of youth services.</p> <p><i>Component 1:</i> the professional development of human resources in Youth Centers.</p>
Beneficiary institution:	UNFPA and Ministry of Education, Culture and Research (MECR)
Funding	UNFPA and MECR
Duty Station:	Republic of Moldova
Duration:	August – September 2018

1. BACKGROUND

The Republic of Moldova is a landlocked, low middle-income country situated in Eastern Europe. Moldova has a population of 2,998,235 people, out of whom 51.8 per cent women and 48.2 per cent men (Census 2014). The demographic situation is characterized by low fertility rate, low life expectancy (68.05 years for men and 75.55 years for women), rapid aging and high emigration. Despite the effort in public administration reform and decentralization, local governance is still fragmented, underfinanced and able to provide only few quality services or not at all, thus negatively affecting vulnerable and poor population.

Youth still represent a large portion of the population in Moldova, with 33.9 % of its population aged 14-35 years old (2014 Census). Emigration of working-age population has produced negative social effects on children and young people left behind, in particular in rural areas (more than 100,000 children and youth are left behind, without parental oversight). The access to education and employment for young people is a priority and, at the same time, one of the main concern of Moldova's authorities, given that there are still certain difficulties in integrating young people into the education system and labour market, which causes a low valorisation of youth potential. Compared to other countries, the NEET¹ rate among young people aged 15–29 years (about 27% in 2014/2015) is still very high in the Republic of Moldova, both in relation to the neighbouring countries (Romania – 20.9%, Ukraine – 18.7%). The share of NEET youth in our country exceeds the average of EU countries, which strengthens the increased degree of vulnerability and social exclusion of youth as a social group. The youth participation in both political and civic life remains very low (Youth Development Index data: 0.568 and 0.313 in 2016)², which is one of the lowest rate in the region.

Moreover, adolescence birth rate in the Republic of Moldova is still high compared to other European countries (27,9 per 1,000 women aged 15-19 in 2015) with visible disparities between rural and urban areas (urban - 13,64 and rural - 35,14). The contraceptive prevalence rate for modern methods among all women is 31.6 per cent. Modern contraception is less available for young people, which means an unmet need for

¹ Young people aged 15–24 (extended to age groups 15–29, 15–19, 20–24 and 25–29 years), who are not integrated into any form of employment, education or training, Eurostat definition.

² Global Youth Development Index and Report 2016, <http://cmydiprod.uksouth.cloudapp.azure.com/sites/default/files/2016-10/2016%20Global%20Youth%20Development%20Index%20and%20Report.pdf>

family planning, 39.6 per cent among all women aged 15-19 years, compared with 16.9 per cent for all women aged 15-49 years. The incidence of syphilis and gonorrhoea among young people aged 15-19 year olds was recorded at 160.3 cases per 100,000 average relevant population in 2014. The HIV incidence among young people (aged 15-24) per 100,000 populations has increased from 12.2 in 2000 to 20.3 in 2015.

A culture of high tolerance towards gender-based violence persists in the country. One third of young people, aged 15-24 were subjected to physical, sexual or psychological violence by a current or former intimate partner in the last 12 months. Access to education and information on sexual and reproductive health and rights is limited. The CEDAW report and UPR recommendations expressed concerns about reduced access of young people to age-appropriate comprehensive sexuality education.

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.

To increase access to youth friendly services related to health, education and participation, the Government has established Youth Centers. Currently, there are 23 Youth Centers all over the country aiming to increase the quality and efficiency of youth services in order to ensure their accessibility for at least 90% of young people by 2020³.

As part of the 3rd Country Programme 2018 – 2022 of UNFPA, United Nations reproductive health and rights agency and National Strategy for Development of Youth Sector 2020, UNFPA and the Ministry of Education, Culture and Research are partnering to increase availability and quality of youth friendly services at local level, with focus on most vulnerable young people.

As part of this partnership, UNFPA and the Ministry of Education, Culture and Research will:

1. Improve institutional capacity of Youth Centers in facilitating young people engagement, youth services availability and community participation.
2. Improve the quality of services provided by Youth Centers, including outreach services to reach the most vulnerable groups of young people.
3. Improve the monitoring and evaluation mechanism, in particular data collection system on young people at the local level and use of disaggregated data, including on adolescent sexual and reproductive health, in decision making by Local Public Authorities.

Youth Centers will be the central point at the local level that will facilitate engagement of young people in promoting their rights, including the right to health and age appropriate health education, participation in decision making process, volunteerism. On the other side, the Youth Centers will become youth services promoters, with personnel that have skills and knowledge to interact and offer support to young people, with focus on those most vulnerable. They will also serve as a hub referral point for young people to other important health, participation, and education services.

³ Strategy for Development of Youth Sector 2020, Priority II: Youth Services



2. THE PURPOSE

UNFPA Moldova CO is looking to contract a Public Relations Agency to develop the communication strategy for the youth centres, including identity visibility elements (logo, slogan) and a user guide for their utilisation by the Youth Centers. The company shall also provide design/ layout and services printing services for all visibility products developed under this assignment.

3. OBJECTIVE OF THE ASSIGNMENT:

- Develop the communication strategy for the Youth Centers network, including identity visibility elements and a user guide for their utilisation by the Youth Centers, by engaging youth active participation in developing of their concept;
- Design and layout the visual identity elements and other promotional items of the Youth Centres according to the technical specifications provided bellow (logo and slogan, banners, pens, posters, leaflets, etc.);
- Printing services for the promotional items of the Youth Centres according to the technical specifications provided bellow.

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

4. ACTIVITIES

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

Activity1. Develop the communication strategy of the Youth Centers network, including the identity visibility elements (slogan, logo) and a user guide for their utilisation by the Youth Centers, by engaging young people in the development of their visual concept.

As a first step, the PR Agency, UNFPA and the Ministry of Education, Culture and Research will brief and clarify relevant issues and approaches.

The Company will be further expected to complete the proposed context specific methodology for developing the Communication Strategy of the Youth Centres network. The methodology should be based on several approaches:

- Ensuring participatory context by involving young people, the beneficiaries of the Youth Center, in brainstorming on best approach to present the network of Youth centres to target groups, through elaboration of the logo / slogan and other promo materials. The Strategy will also include a Plan of Actions with suggested key messages, audiences, timeframe, interactive communication activities and corresponding budget lines to be implemented by the youth centres. In this regard the company should organize 2 consultation meetings (pre and post elaboration process) with young people from the targeted Youth Centres. The focus groups with youth from the targeted localities and Youth Centers should focus on developing the communication strategy and visibility elements based on youth needs and expectations.

The UNFPA CO will assist the company in identifying young people for the focus group discussions. The bidder should include in the quotes the costs related to travel, refreshments, venue rent and other relevant costs for the focus group conduction.

- Positioning the Youth Centers as hub resource point at the local level that will facilitate engagement of young people in promoting their rights, including the right to health and age appropriate health education, participation in decision making process, volunteerism, civic engagement, etc. The communication strategy should position and profile Youth Centers as modern, creative youth services promoters, with personnel that have skills and knowledge to interact and offer support to young people, with focus on those most vulnerable;
- Developing appropriate, user-friendly guiding information and general regulatory provisions on the use and implementation of the communication strategy by the Youth Centers. The content should be adjusted to their activity context and potential. The communication strategy will serve as base for the Communication Action Plans that will be further developed by the Youth Centres;
- Communication Strategy should specify that Youth Centers “brand” is always portrayed consistently and accurately, so young people and community will have the opportunity to develop trust and credibility in the Youth Centers activities. Communication Strategy will include sections on offline communication, online communication, internal communication, external communication and co-branded communication. The User Guide will explain how the visibility elements of Youth Centers should be used internally and externally. Comprehensive guidelines should include instructions related to colour palette, fonts, size, and layout of template materials (letters, media releases, invitations etc.).

The Communication Strategy should include (the minimums):

- General context of the YC operation in the country
- Communication Strategy argument
- SWOT analysis
- Strategy aim and objectives
- Guiding principles
- Key messages
- Key Stakeholders and Target Audiences
- Communication Channels and Tools
- Plan of Actions (in consultation with youth centres)

Annexes: User guide for the utilization of identity visibility elements and materials of the Youth Centers which will include

- regulation information on the use of the identity elements in the offline and on line medium;
- regulation information on drafting social media posts;
- creating, managing the page of Youth Center in the social media; template and regulations on header use, cover picture use, etc.;
- technical specifications on the use of the logo, instructions related to colours, fonts, size and layout;
- other information relevant to this type of assignments.

The Company is also expected to organize **an orientation workshop** for the managers of the Youth Centers on the use and implementation of the Communication Strategy and Visibility User Guide. Costs related to one-day workshop for 25 persons should be included in the quotes (venue rent including necessary facilities (projector, PC, flipchart, etc.), refreshments, materials, etc.).

Timeframe:

Deliverable	First draft	Final version
Communication Strategy Document (desk research of the relevant and analysis of the YC activity context development of the document content, consultation and validation of the document)	20 August 2018	30 September 2018
User Style Guide Document	15 September 2018	30 September 2018

Activity 2. Design and layout of the visual identity elements of the Youth Centres (logo and slogan, banners, pens, posters, leaflets, etc.).

The Contractor will design the visual identity elements of the Youth Centres according to the technical specifications provided below:

Item	Description of Services	Technical specifications	Timeframe
1	Develop the logo and the slogan of the Youth Centres (YC)	- digital version (including mobile friendly version) - possibility to adjust the logo with slogan according to the name of the each Youth Center (23 YC)	25 August 2018
2	Cover template for social media	- digital version (including mobile friendly version) - possibility to adjust the cover according to the name of the each Youth Center (23 YC)	30 September 2018
3	A1 posters about the activities and services provided by the Youth Centers	- Format: A1; Nr. of pages: 1; Full colour: 4+0; design to include graphic elements, photos and text. Language: Romanian and (Russian) - possibility to adjust the content according to the name of the each Youth Center (23 YC)	31 August 2018
4	A4 size leaflets of the Youth Centers (23YC)	Format: A4, bint in 3 parts; Full colour: 4+4; Language: Romanian - possibility to adjust the content according to the name of the each Youth Center (23 YC)	10 September 2018
5	X - stand banner for Joint Youth Centres Fund for developing youth services for young people, including those most vulnerable	X-stand banner 80x180 cm; Full colour; Language: Romanian	10 August 2018

6	1 Fact sheets A4 size about the Joint Youth Centres Fund for developing youth services for young people, including those most vulnerable	Format: A4; 2 pages; 4+4; Language: Romanian and English	10 August 2018
7	X-stand banner for the each Youth Center (23 YC) with their own logo	X-stand banner 80x180 cm; Full colour; Language: Romanian	10 September 2018
8	Pens with the logo of Youth Centers	Plastic pens; colour 7+ and text	31 August 2018
9	Folders with the logo of Youth Centers, UNFPA, Ministry of Education, Culture and Research	Format A4; 4+0, logo + text; Language: Romanian	10 September 2018
10	Outdoor Façade panel and indoor inscriptions, signs in and out of the Youth Centers	Format A3, 4+0; Directions sign 20x35 cm plastic PVC; Language: Romanian and Russian	10 September 2018
11	Communication Strategy Document (editing, proofreading, design and print)	Format A4; The document will include graphics, pictures, text, etc. Language: Romanian	30 September 2018
12	User Style Guide Document	Format A4; Color printed; The document will include graphics, pictures, text, etc. Language: Romanian	30 September 2018

The Agency will develop the promo materials, including text and design in close coordination with UNFPA CO (leaflets, posters, fact sheets, pens, folders).

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 communication strategy, designing the visual identity elements, in coordination with UNFPA CO.

Activity 3. Printing services for the visual identity elements of the Youth Centres

The Contractor will print the visual identity elements of the Youth Centres according to the technical specification provided in the table below:

Item	Description of Services	Quantity	Technical specifications	Timeframe
1	A1 posters about the activities and services provided by the Youth Centers	250	- Format: A1; nr. of pages: 1; Full colour: 4+0; design to include graphic elements, photos and text; quated paper print. Language: Romanian - possibility to adjust the content according to the name of the each	10 September 2018

			Youth Center (23 YC)	
2	A4 size leaflets of the Youth Centers (23YC)	4600	Format: A4, bint in 3 parts; Full colour: 4+4; 150 gr./glossy; Language: Romanian - possibility to adjust the content according to the name of the each Youth Center (23 YC) - 200 individualized leaflet's for each of the 23 YC.	15 September 2018
3	X - stand banner for Joint Youth Centres Fund for developing youth services for young people, including those most vulnerable	1	X-stand banner 80x180 cm; Full colour; Language: Romanian	10 August 2018
4	1 Fact sheets A4 size about the Joint Youth Centres Fund for developing youth services for young people, including those most vulnerable	250	Format: A4; 2 pages; 4+4; 150 gr./glossy; Language: Romanian and English	10 August 2018
5	X-stand banner for the each Youth Center with their own logo	23	X-stand banner 80x180 cm; Full colour; Language: Romanian	15 September 2018
6	Pens with the logo of Youth Centers	500	Plastic pens; Thermal application logo of the Youth Centers; colour 7+, text.	10 September 2018
7	Folders with the logo of Youth Centers, UNFPA, Ministry of Education, Culture and Research	500	Format A4; 4+0, logo + text; quated paper print; Language: Romanian	15 September 2018
8	Outdoor Façade panel and indoor inscriptions, signs in and out of the Youth Centers	5 pieces for each YC	- Outdoor Façade panel: composite material T-Bond, foot spacing from wall; Format A3, sticker pattern print PVC, 4+0; lamination 1+0; - Directions sign 20x35 cm plastic PVC; thickness 5 mm. - 2 individualized façade panel (name, location) for each YC and 3 individualized Directions sign for each YC. Language: Romanian and Russian	20 September 2018
9	Communication Strategy Document (print)	1	Format A4; Color printed; 150 gr./glossy;	30 September 2018
10	User Style Guide Document (print)	1	Format A4; Color printed; 150 gr./glossy;	



5. METHODOLOGY

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

- 1) The proposed methodology to develop the activities is in line with the requirements specified in the ToR;
- 2) The profile of the company, presented in line with the requirements specified in the ToR;
- 3) The capacity of the organization to provide complex communication services (strategy development, designing, printing) with a focus on engaging adolescents and youth in this process;
- 4) The portfolio of other experiences and relevant products;
- 5) The technical and financial offer is in line with the requirements specified in the RfQ;

6. 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.

Duration of work: The assignment shall be conducted in the following period: from the date of Contract enters into force until 30 September 2018. The deliverables are expected to be submitted in accordance with the provisions of point 4 "ACTIVITIES", timeframe provided within the Activity 3 of the present Terms of Reference.

Payment: The payments will be done, as agreed between UNFPA and the contractor within the contract.

7. QUALIFICATIONS OF THE COMPANY/ORGANIZATION

General:

- Expertise in areas of development of visual identity elements with focus on youth area, including specific youth development topics.
- Experience in design and development of visual identity elements, in a large participatory manner.
- Experience in working with public institutions and CSOs from the youth sector is desired.
- Experience with similar projects in Moldova context, UN/UNFPA development issue.
- Excellent, creative, professional, insightful and attentive to details team-members with expertise developing communication strategies, user friendly guidelines for visual identity elements, design and layout of the diverse visibility products.
- Specific creative approach in development of visibility elements targeting youth audience.
- Availability of staff that has analytical capacities understands and elaborates the communication strategy and user guide of the visual identity elements, can interpret youth feedback and focus group discussion results, and present them in constructive format.
- Outstanding expertise in the field of media and public relations;
- Excellent human resources in media and public relations, as well as experts in design and layout, high quality printing services and ensure a user-friendly format of the deliverables;



- Minimum 5-7 years of professional track records in areas of media/public relations, designing and printing visual identity materials;
- Previous proven experience of having conducted at least 2 large communication and public relations campaigns. Experience on charged topics and on youth issues will be an advantage.

Research and communication strategy creation

- Experience of producing at least 2 communication strategies, including the environmental scanning and situational analysis.

Graphic Products and Data Visualization:

- Minimum 3 years of experience in conceptualizing, designing and production / execution of the visual identity elements based on the Communication Strategy;
- Examples of minimum 10 visual identity elements (logos, posters, pens, leaflets, banners) produced in the previous 3 years, visualizing data in a clear and appealing way;
- Technical skills to produce qualitative graphic products;
- Creative, professional, insightful and attentive to details team-members that can prove their track records in graphic products design and execution / printing.

8. PROPERTY RIGHTS

The United Nations reproductive health and rights agency (UNFPA) will have the joint ownership with Ministry of Education, Culture and Research (MoECR) of the outputs and may use them for purposes other than provided in this ToR with proper acknowledgement of the work of the company / organization and the contributions of organizations and individuals who participated in the process.

III. Questions

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

Name of contact person at UNFPA:	Olga Gordila-Bobeico, UNFPA Project Manager
Tel N°:	+373 22 214002
Email address of contact person:	gordila-bobeico@unfpa.org

The deadline for submission of questions is 19 July 2018, 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:
1. Technical approach and methodology to meet the project objectives / deliverables as per the ToR.
 2. Work plan/time scales given in the proposal and its adequacy to meet the objectives of the assignment in line with deliverables as per the ToR.
 3. Copy of organization’s registration certificate.



4. Organization's profile including experience in similar assignments.
 5. Statement of Satisfactory Performance or Letters of Recommendations from minimum 2 (two) Clients or business partners obtained in the last three years.
 6. Resumes (CVs) of the Key Personnel comprising information requested as per the evaluation criteria.
- b) **Price quotation in USD (exclusive of VAT)**, to be submitted strictly in accordance with the Price Quotation Form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

V. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below **no later than: Thursday, 26 July 2018, 23:59 (Moldova local time)**⁴.

Name of contact person at UNFPA:	Alexandru Rusu, UNFPA Administrative Associate
Email address of contact person:	moldova.office@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **UNFPA/MDA/RFQ/2018/005 – Communication Strategy of the Youth Centers**. 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.

⁴ <http://www.timeanddate.com/worldclock/city.html?n=69>

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p>Criteria 1: Expertise of Firm and relevance to the Project</p> <ul style="list-style-type: none"> • General organization’s reputation and expertise in areas of media coverage and public relations related to adolescents and youth issues (10 pts); • Minimum 5 years of professional track records in areas of media/public relations, designing and printing visual identity materials (10 pt); • Experience of producing at least 2 branding identities/strategies, including for civic society projects and public institutions (20 pts); • Minimum 3 years of experience in social media promotion(3 years – 10 pts; more than 3 years - total 15 pts); • Minimum 3 years of experience in developing communication strategies and visual concepts of launching campaigns (25 pts); • Experience working with mainstream media (radio, TV, newspapers), organizing press–conferences, public events, debates (10 pts); • Experience with similar projects in Moldova context, UN development issues (10 pts). 	100		30%	
<p>Criteria 2: Proposed Methodology, Approach and Implementation Plan</p> <ul style="list-style-type: none"> • The task is well understood and properly (in sufficient detail) addressed and correspond to the ToR and objectives of the project (50 pts); • Efficient and realistic action plan corresponds to the needs/specifics stipulated in the ToR (sequence of activities is realistic and will ensure effective implementation of the action plan) and is coherent (50 pts); 	100		40%	

Criteria 3: Management Structure and Key Personnel <ul style="list-style-type: none"> Proposed team structure is well defined and meet the requirements of the ToR and has the necessary capacity to successfully implement the assignment (20 pts); Excellent, creative, professional, insightful and attentive to details team-members with expertise in public relations, graphic design and social media (30 pts); Availability of staff that has analytical capacities and understanding of the youth sector (30 pts); Relevant experience with similar projects in Moldova, promoting adolescents/youth and social relate issues (10 pts); Language Qualifications: proficiency in Romanian, Russian, English (10 pts). 	100		30%	
GRAND TOTAL ALL CRITERIA	300		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 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: 12/07/2018



United Nations Population Fund
Moldova Country Office
131, 31 August 1989 str., Chisinau, MD 2012
Republic of Moldova
E-mail: 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](#)