



United Nations Population Fund
 Moldova Country Office
 131, 31 August 1989 str., Chisinau, MD 2012, Moldova
 Email: moldova.office@unfpa.org
 Website: http://moldova.unfpa.org

Date: January 14, 2025

**REQUEST FOR QUOTATION
 RFQ № UNFPA/MDA/RFQ/2025/005**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“Provision of services to conduct a communication campaign on intergenerational dialogue as a driver for social cohesion and implement project outreach and visibility activities”.

UNFPA requires to identify a qualified communication company that will:

- a) design a 4-year communication strategy for the promotion of social cohesion through engagements between older people and youth;
- b) design and implement a nationwide communication campaign promoting the importance of social cohesion for the overall sustainable socio-economic development of the country;
- c) ensure communication and visibility of the project activities, through the development and implementation of the project communication and visibility plan;
- d) ensure capacity building of the media and engagement in the promotion of social cohesion activities.

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](https://www.unfpa.org/about-us)

TERMS OF REFERENCE (TOR)

Provision of services to conduct a communication campaign on intergenerational dialogue as a driver for social cohesion and implement project outreach and visibility activities

National policy framework	National Program on Active and healthy Ageing 2023 – 2027
UNFPA Country Program Output:	Output 4: Strengthened data systems and evidence-based policies that consider population dynamics and regional developments for building demographic resilience. Output 2: Strengthened mechanisms and capacities of actors and institutions to address discriminatory gender and social norms to respond and prevent GBV for advancing gender equality and women’s decision-making. Output 3: Strengthened national capacity and policy in youth and education sectors to empower adolescent girls and youth through life skills development



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	and participatory civic engagement for advancing human rights, bodily autonomy and gender equality.
Project outputs	Output 1. Local platforms and tools are established in target communities to foster dialogue, tolerance and cooperation Output 2: Youth and older persons have the capacity to actively participate in the community life, to access social services and contribute to social cohesion
Funded by:	Swiss Development Cooperation

Duty Station: Republic of Moldova

Duration: February – September 2025

1. BACKGROUND

In Moldova, persistent divides within and between communities and social groups undermine social cohesion, hinder the development of a resilient and unified society, and pose risks to political stability and sustainable peace. To address these challenges, platforms for community dialogue, inter-regional cooperation, and intersectional engagement are essential. By fostering open dialogue and collaborative interactions among diverse individuals and communities, the project within which this service contract is going to be concluded aims to create spaces where people can voice concerns, share perspectives, and work toward shared goals.

Recognizing the importance of demographic resilience and active aging, UNFPA has intensified its focus on these areas in recent period. The *Enhancing Social Cohesion in Moldova through Dialogue and Community Empowerment* project aligns with these priorities, addressing the challenges of weak social cohesion, community resilience, and inclusivity.

Goal and Outcomes

The overarching goal of the project is to foster social cohesion, sustainable peace, and social unity across both banks of the Nistru River by enhancing cross-community dialogue, trust, and cooperation. The primary outcome of the intervention is to ensure that **“Beneficiary communities on both banks of the Nistru River contribute to improved cross-community dialogue, trust, and cooperation.”**

Outputs and Activities

To achieve this goal, the project is structured around two main outputs:

Output 1: Establishing local platforms and tools to foster dialogue and cooperation

This component aims to equip local stakeholders—including Local Public Authorities (LPAs), Civil Society Organizations (CSOs), local initiative groups, and media—with the skills and resources needed to strengthen social cohesion and respond effectively to community needs.

Output 2: Capacity building for youth and older persons to engage in community life

This output focuses on empowering youth and older adults to actively participate in community development and foster an environment of inclusion and mutual support.

Target beneficiaries and coverage



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The project will be implemented in 7 communities on the right bank of the Nistru River, and in 3 communities on the left bank, where new intergenerational dialogue and collaboration opportunities will be created. The program is expected to directly benefit approximately 1,500 individuals, including:

- **400 young people**
- **1,000 older adults**
- **Up to 100 refugees**

Women will make up at least 50% of direct beneficiaries. Additionally, an estimated 137,144 indirect beneficiaries, of whom at least 50% are women, will benefit from the program's activities.

The project is designed to empower communities, particularly those on both sides of the Nistru River, to actively address the needs of various groups, including older adults, youth, women, underrepresented groups, and refugees. Through interventions targeting local tensions and fostering unity, the initiative will enhance social cohesion and strengthen collaboration with civil society organizations (CSOs), local stakeholders, the private sector, and public authorities. Communities will be equipped to implement local programs such as intergenerational support networks, youth discussion forums, and activities that bridge generational divides, enabling community members to participate actively in decision-making. This engagement will deepen their sense of connection, solidarity, and resilience, fostering robust support networks.

2. THE PURPOSE

UNFPA seeks to identify a qualified communication company that will:

- a) design a 4 year communication strategy for the promotion of social cohesion through engagements between older people and youth;
- b) will design and implement a nationwide communication campaign promoting the importance of social cohesion for the overall sustainable socio economic development of the country;
- c) ensure communication and visibility of the project activities, through the development and implementation of the project communication and visibility plan;
- d) Capacity building of the media and engagement in the promotion of social cohesion activities.

3. OBJECTIVES OF THE ASSIGNMENT

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

1. Strategic vision on the communication of UNFPA over social cohesion and its importance for sustainable socio-economic development of the country is developed.
2. Nationwide campaign on the importance of social cohesion and intergenerational engagement for this purpose designed and implemented;
3. Project outreach and communication plan developed and outreach and communication activities within the project implemented.

4. ACTIVITIES

Implementation of the above-mentioned objectives should be conducted by designing and implementing the



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following activities, taking into account the minimum key performance indicators set in this ToR.

A. The Communication Strategy for the next 4 years to promote the importance of social cohesion including through intergenerational engagement/dialogue should be developed as part of this engagement with the close collaboration of UNFPA.

Key performance indicators from this perspective being:

- The Communication Strategy is endorsed by the project team and national stakeholders and guides the national social cohesion activities in the following years.
- The Communication Strategy includes desk research and qualitative research of the challenges related to social cohesion and suggests ways and strategic vision to address it through communication interventions.
- The communication strategy includes the key narratives, messages, target groups, channels, stakeholders, and monitoring indicators.

B. Nationwide campaign on the importance social cohesion and intergenerational engagement for this purpose designed and implemented

This lot implies the conceptualization of a nationwide communication campaign, development of key messages of the campaign, development of branding and visibility direction and materials for the campaign, design and production of a video spot to raise awareness about social cohesion and inspire actions for positive change. The campaign will also include communication of the key programmatic milestones of the project, engagement of 2 social media influencers, engagement of national and local traditional media.

Key performance indicators are:

- A cost concept of the communication campaign that would include the production of 1 conceptual video spot I in Romanian and Russian languages with english subtitration.
- A cost broadcasting plan for the video spot targeting at least 120k persons. with a focus on the 10 rayons engaged in the project.
- At least 2 social media influencers engaged in social media campaigns on social cohesion and its importance for the overall well being of the population.
- Branding of the social cohesion campaign developed and visibility items produced (e.g. caps, backpacks, phone stickers roll-up).
- Information materials for the target groups produced (e.g. leaflets for older persons attending project activities).

C. Project outreach and communication plan developed and outreach and communication activities within the project implemented

The project has great communication potential with multiple events and interventions that will require communication support Therefore, the contractor is going to develop a communication plan, building on the activities within the project. The contractor is going to offer communication support during the events organized at the local level within the project in which at least 400 persons are going to be targeted. In that regard, it is expected that the contractor will provide communication and visibility support for the events,



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including: photo services, video reportages/ reels from the events, engagement of local and national mass-media to cover the events, engagement of the influencers to amplify the messages in social media.

Key performance indicators are:

- At least 7 events in the targeted communities are attended by mass media and social media influencers.
- At least 16 (14 local events and 2 events in Chisinau) video reels developed based on the events organized within the project.
- At least 10 human stories were produced with the support of a communication consultant hired by UNFPA based on the lived experiences of the beneficiaries of the project.

D) Media capacity building and engagement in social cohesion activities

- Traditional media will be a key stakeholder of the communication interventions, engaged to support the quality coverage of the project activities and promote a narrative of social bonds and cohesion among generations. In that regard, media will be capacitated in the area of social cohesion and invited to take part in a dedicated contest with special awards for journalists.

Key performance indicators:

- 1 media offline event organized and media contest kicked-off (at least 20 media representatives from national and local media present)
- 1 media contest organized and at least 20 media materials reflecting social cohesion issues are produced and promoted in the media
- 1 event organized at the end of the contest, and 3 awards handed to winning journalists

NOTE: The company is expected to organize the full process in consultation with UNFPA, supervise the contest development and implementation, receiving the applications, ensuring the evaluation of the entries, selection of the winners, production of the awards etc.

5. METHODOLOGY

The communication company needs to present a specific approach and methodology that responds to all above-mentioned activities. The tenderers will familiarize themselves with the Project document of *Enhancing Social Cohesion in Moldova through Dialogue and Community Empowerment project (Annex 1)* and use the activities described in the document to develop the methodology for the present tender. The methodology will include a detailed cost **Action Plan**, which will establish the **timeframe**, communication tactics, channels, tools and methods which will be used to promote the messages to each targeted audience, as well as mitigation measures for potential risks and barriers in order to achieve the intended impact. The Action Plan should include the following elements: media products, branding tools, social media promotion and public events. To evaluate the impact of the communication activities, the plan should also include the **monitoring and evaluation methodology** mentioning the *key performance indicators and metrics*, including indicators for key targeted audiences and communication channels.

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

- 1) the methodology for all those activities, which will include the action/work plan and the timeline;
- 2) the profile of the company, presented in line with the requirements specified in the ToR;



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- 3) the portfolio of other experiences and relevant products;
- 4) the CVs of the team and the project coordinator. Please note that the proposed team can't be changed without written approval from UNFPA.

The financial proposal (submitted in a separate envelope) will fully reflect proposed methodology in alignment with proposed components.

The company will manage all the logistics and details of all aspects of the media, social media campaign, produce all the content and graphic materials, including the provision of transcription, translation in Russian and English where necessary and proofreading services.

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

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

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

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

6. DELIVERABLES AND TIMEFRAME

Deliverable	Indicative Timeframe
1. The Communication Strategy for 2025-2029 to promote social cohesion in Moldova including through intergenerational engagement/dialogue	By 30 June 2025
2. Project communication plan for 2025 to include main activities, milestones, messages, target groups etc. developed	By 08 March 2025
3. Brand and visibility package to support the implementation of the campaign activities (roll-up, social media template cards, visibility items etc.) produced	By 08 March 2025



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4. A video spot to promote social cohesion and inspire audiences to act in the spirit of solidarity across generations developed and broadcasted	By 01 April 2025
5. A media plan for the broadcasting of the video spot targeting national and local population, with a focus on the districts participating in the project developed and implemented (Radio/TV/Online)	By July 2025
6. 2 Social media influencers identified and their engagement plan developed and implemented	By April 2025
7. A media contest is organized with at least 20 journalists participating in the contest and top 3 winners awarded. 2 media offline events organized	By August 2025
8. A nationwide campaign to promote social cohesion and intergenerational engagement implemented (including communication of the project milestones activities, events, social media coverage, photo/video services etc)	By July 2025
9. Monthly progress reports on implementation of the communication plan	Every month
10. Final report on the key results of the implementation of the nationwide campaign and the project outreach and communication plan.	By September 2025

11. MANAGEMENT ARRANGEMENTS

The proposed Team should consist of a minimum of:

- Team Leader
- Social Media Manager
- Copywriter
- Web Designer

The functions can be combined between them but a minimum of 2-person team should be proposed.

In case UNFPA request a change of role or specialist substitution the company should provide alternative candidatures for review.

UNFPA will contract a selected institution to develop the communication and dissemination campaign and implement it.



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Organizational settings: The contractor will work under the direct supervision of UNFPA. The contractor is responsible for delivering qualitative and prompt results to accomplish the objectives of this ToR.

UNFPA will provide the contractor all the necessary information.

Duration of work: February – September 2025.

Payments terms: payment will be made in 3 installments after submitting the deliverables, as follows:

1st installment upon submitting deliverable 2,3,4,6

2nd instalment upon submitting deliverable 1,5,8

3rd instalment upon submitting deliverable 7,9,10

12. QUALIFICATIONS OF THE COMPANY/ORGANIZATION

- Minimum 3 years of professional track records in areas of media and public relations, demonstrating experience working with mainstream media (radio, TV, newspapers), organizing press–conferences, public events, debates.
- The proposed Team Lead should have at least 4 years of experience in public communication campaigns, social media and public engagement.
- Presentation of the portfolio: previous proven experience of having conducted at least 3 large public communication and social media campaigns. Experience on charged topics and on population and social issues will be considered an advantage.

13. PROPERTY RIGHTS

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



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II. Questions

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

Name of contact person at UNFPA:	<i>Cristina Cristian, Programme Finance Associate, Procurement Focal Point</i>
Email address of contact person:	<i>cristian@unfpa.org</i>

The deadline for submission of questions is **Tuesday, 21 January 2025 at 16.30 (Moldova Local Time)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. Eligible Bidders

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested **services** and have legal capacity to enter into a contract with UNFPA to **perform** in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

IV. Content of quotations

Quotations should be submitted via a **TWO-envelope system**. Interested Bidders are requested to submit their Technical Bid & Declaration Form **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

a) **Technical proposal**, in response to the requirements outlined in the service requirements / TORs.

Technical proposal shall include the following:

- Description of proposed technical approach to meet the objectives / deliverables as per the ToR.
- Tentative workplan / time scales (sequence of actions) 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.
- 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.

a) **Signed Declaration Form**, to be submitted strictly in accordance with the document.

b) **Price quotation in MDL**, 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.



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V. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the address indicated below no later than : **Wednesday, January 29th 2025 at 16:30, Moldova Local Time¹.**

Name of contact person at UNFPA:	<i>Diana Condrat, Designated Bid Receiver</i>
Official Email address:	<i>tender.mda@unfpa.org</i>

Please note the following guidelines for electronic submissions to UNFPAs SCMU's dedicated email address:

- The following reference must be included by the Bidder in the email subject line:
 - ***UNFPA/MDA/RFQ/2025/005 – [Company name], Technical Bid***
 - ***UNFPA/MDA/RFQ/2025/005 - [Company name], Financial Bid***
 - Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- It is the Bidder's responsibility to assure compliance with the submission process. If the envelopes or emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the bid's misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.
- Please do **NOT** send the emails containing your offer to any other email address (not even as a copy (CC) or blind copy (BCC)); otherwise UNFPA will not be able to guarantee confidentiality and fair and transparent handling of your bid. UNFPA reserves the right to reject bids sent via the appropriate channel but copied or blind copied to other email addresses.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the **first** email. Should your offer require you to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. If you do not receive any auto-reply for the first email from UNFPA's email system, please inform **Cristina Cristian, Programme Finance Associate, Procurement Focal Point at: cristian@unfpa.org** .
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

VI. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

Technical Evaluation

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



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 obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Depth of technical approach, clarity of methodology, and comprehensive understanding of the project's objectives and deliverables. 1)The Methodology presented in the technical offer encompasses all deliverables (up to 10%) and 2)Technical description each step of the delivery of service to achieve the set objectives (up to 15%)	100		25%	
Quality and feasibility of the proposed work plan and timelines, ensuring alignment with the project objectives and deliverables. Gantt Chart containing all proposed activities for the campaign (up to 25%)	100		25%	
Provision of well-defined Management Structure and Key Personnel that correspond to the TOR objectives (up to 10%) Including a Team Leader with at least 4 years of relevant experience as per ToR requirement, a Social Media Manager, Copywriter, and Web Designer, ensuring their expertise and roles align with the TOR objectives and project requirements (up to 10%)	100		20%	
Minimum 3 years of professional track records in areas of media and public relations, demonstrating experience working with mainstream media (radio, TV, newspapers), organizing press–	100		15%	



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conferences, public events, debates (up to 15%)				
Presentation of the portfolio: previous proven experience of having conducted at least 3 large public communication and social media campaigns. Experience on charged topics and on population and social issues will be considered an advantage (up to 15%)	100		15%	
<i>Grand Total All Criteria</i>	500		100%	Max obtainable 100 pts

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.



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Total score = 70% Technical score + 30% Financial score

VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to 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 **Natalia Plugaru, Officer-in-Charge** at plugaru@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, Supply Chain management Unit at procurement@unfpa.org.

XIII. Disclaimer



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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:

Natalia Plugaru, Officer-in-Charge

Signature :  DocuSigned by:
Natalia Plugaru
8AC4D1BDF7C4D3...
Date : 14-Jan-2025



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PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/MDA/RFQ/2025/005
Currency of quotation :	MDL
Delivery charges based on the following 2020 Incoterm:	Choose an item.
Validity of quotation:	
<i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, MDL	Total, MDL
Deliverable 1: Develop and implement a Communication Strategy campaign for 2025-2029 to promote social cohesion in Moldova including through intergenerational engagement/dialogue				
<i>(please specify)</i>				0
<i>(please specify)</i>				0
<i>(please specify)</i>				0
Sub-Total Expenses, MDL				MDL 0.00
Deliverable 2: To develop a project communication plan for 2025 to include main activities, milestones, messages, target groups etc				
<i>(please specify)</i>				0
<i>(please specify)</i>				0
<i>(please specify)</i>				0
Sub-Total Expenses, MDL				MDL 0.00
Deliverable 3: To produce a brand and visibility package to support the implementation of the campaign activities (roll-up, social media template cards, visibility items etc)				
<i>(please specify)</i>				0
<i>(please specify)</i>				0
<i>(please specify)</i>				0



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Sub-Total Expenses, MDL					MDL 0.00
Deliverable 4: A video spot to promote social cohesion and inspire audiences to act in the spirit of solidarity across generations developed and broadcasted					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00
Deliverable 5: A media plan for the broadcasting of the video spot targeting national and local population, with a focus on the districts participating in the project developed and implemented (Radio/TV/Online)					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00
Deliverable 6: 2 Social media influencers identified and their engagement plan developed and implemented					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00
Deliverable 7: A media contest is organized with at least 20 journalists participating in the contest and top 3 winners awarded, 2 media offline events organized					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00
Deliverable 8: A nationwide campaign to promote social cohesion and intergenerational engagement implemented (including communication of the project milestones activities, events, social media coverage, photo/video services etc)					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00
Deliverable 9: To prepare monthly progress reports on implementation of the communication plan					
(please specify)					0
(please specify)					0
(please specify)					0
Sub-Total Expenses, MDL					MDL 0.00



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Deliverable 10: To prepare final report on the key results of the implementation of the nationwide campaign and the project outreach and communication plan.				
<i>(please specify)</i>				0
<i>(please specify)</i>				0
<i>(please specify)</i>				0
Sub-Total Expenses, MDL				MDL 0.00
Total Contract Price, MDL				MDL 0.00

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/2025/005** 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	



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DECLARATION FROM

The undersigned, being a duly authorized representative of the Company represents and declares that:



1.	The Company and its Management ² have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:	YES	NO
	a. Fraud;	<input type="checkbox"/>	<input type="checkbox"/>
	b. Corruption;	<input type="checkbox"/>	<input type="checkbox"/>
	c. conduct related to a criminal organization;	<input type="checkbox"/>	<input type="checkbox"/>
	d. money laundering or terrorist financing;	<input type="checkbox"/>	<input type="checkbox"/>
	e. terrorist offences or offences linked to terrorist activities;	<input type="checkbox"/>	<input type="checkbox"/>
	f. sexual exploitation and abuse;	<input type="checkbox"/>	<input type="checkbox"/>
	g. child labour, forced labour, human trafficking; or	<input type="checkbox"/>	<input type="checkbox"/>
	h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).	<input type="checkbox"/>	<input type="checkbox"/>
2.	The Company and its Management have not been found guilty pursuant to a final judgment or a final administrative decision of grave professional misconduct.	<input type="checkbox"/>	<input type="checkbox"/>

² "Management" means any person having powers of representation, decision-making or control over the Organization. This may include, for example, executive management and all other persons holding downstream managerial authority, anyone on the board of directors, and controlling shareholders.



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3.	The Company and its Management are not: bankrupt, subject to insolvency or winding-up procedures, subject to the administration of assets by a liquidator or a court, in an arrangement with creditors, subject to a legal suspension of business activities, or in any analogous situation arising from a similar procedure provided for under applicable national law.	<input type="checkbox"/>	<input type="checkbox"/>
4.	The Company and its Management have not been the subject of a final judgment or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions.	<input type="checkbox"/>	<input type="checkbox"/>
5.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found they created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business (<i>creating a shell company</i>).	<input type="checkbox"/>	<input type="checkbox"/>
6.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found the Company was created with the intent referred to in point (5) (<i>being a shell company</i>).	<input type="checkbox"/>	<input type="checkbox"/>

The UNFPA reserves the right to disqualify the Company, suspend or terminate any contract or other arrangement between the UNFPA and the Company, with immediate effect and without liability, in the event of any misrepresentation made by the Company in this Declaration.

It is the responsibility of the Company to immediately inform the UNFPA of any changes in the situations declared above.

This Declaration is in addition to, and does not replace or cancel, or operate as a waiver of, any terms of contractual arrangements between the UNFPA and the Company.

Signature:

Date:

Name and Title:



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Name of the Company:

UNGM N°:

Postal Address:

Email:



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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](#)