1. **Bid Submission Form**

**Name of Bidder:**

**Contact Person:**

**Title:**

**Email Address:**

**Telephone Number:**

**Date of Bid:**

**Bid No:**

**Currency of Bid price:**

**Expiration of Validity of Bid/Proposal** *(The bid shall be*

*valid for a period of at least 3 months* *after the Closing date.):*

*Vendor’s Comments:*

**I hereby certify that this company, which I am duly authorized to sign for, accepts the General Terms and Conditions of UNFPA** <http://www.unfpa.org/resources/unfpa-general-conditions-contract> **and we will abide by this bid/proposal until it expires.**

**We undertake, if our bid/proposal is accepted, to commence and complete delivery of all items in the contract within the time frame stipulated.**

**We understand that you are not bound to accept any bid you may receive and that a bidding contract would result only after final negotiations are concluded on the basis of the technical and price bids proposed.**

 **Name and title Date and Place**

# Bidders Identification Form

Bid No. UNFPA/MD/RFP/002/2023

1. **Organization**

|  |  |
| --- | --- |
| Company/Institution Name |  |
| Address, City, Country |  |
| Telephone/FAX |  |
| Website |  |
| Date of establishment |  |
| **Legal Representative**: Name/Surname/Position |  |
| **Legal structure**: natural person/Co.Ltd, NGO/institution/other (please specify) |  |
| **Organizational Type**: Manufacturer, Wholesaler, Trader, Service provider, etc. |  |
| Areas of expertise of the organization |  |
| Current Licenses, if any, and permits (with dates, numbers and expiration dates) |  |
| Years supplying to UN organizations  |  |
| Years supplying to UNFPA |  |
| Subsidiaries in the region (please indicate names of subsidiaries and addresses, if relevant to the bid) |  |
| Commercial Representatives in the country: Name/Address/Phone (for international companies only) |  |
| If Joint Venture/Consortium – copy of the Memorandum of Understanding/Agreement or Letter of Intent to form a JV/Consortium, or Registration of JV/Consortium | /Consortia Participants/ |

1. **Quality Assurance Certification**

|  |  |
| --- | --- |
| International Quality Management System (QMS) |  |
| List of other ISO certificates or equivalent certificates |  |

1. **Expertise of Staff**

|  |  |
| --- | --- |
| Total number of staff |  |
| Number of staff involved in similar supply contracts |  |

1. **Client Reference List**

 Please provide references of main client details.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of company | Contact person | Telephone | E-mail |
| 1.  |  |  |  |
| 2.  |  |  |  |
| 3. |  |  |  |

1. **Contact details of persons that UNFPA may contact for requests for clarification during bid evaluation**

|  |  |
| --- | --- |
| Name/Surname |  |
| Telephone Number (direct) |  |
| Email address (direct) |  |

P.S.: This person must be available during the next two weeks following receipt of bid**Technical Bid**

The technical bid should be concisely presented and structured in the following order to include, but not necessarily be limited to the following information listed below.

1. Description of the firm and the firm’s qualifications: A brief description of your firm/institution and an outline of recent experience on projects of a similar nature, including experience in the country and language concerned. You should also provide information that will facilitate our evaluation of your firm/institution’s substantive reliability, such as catalogues of the firm, and financial and managerial capacity to provide the services such as audited financial statements.
2. Understanding of the requirements for services, including assumptions: Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary.
3. Proposed Approach, Methodology, Timing and Outputs: any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person-months in each specialization that you consider necessary to carry out all work required. The level of total professional/personnel inputs required has been estimated to be about \_\_\_ person-months.
4. Proposed Team Structure: The composition of the team which you would propose to provide in the country of assignment and/or at the home office, and the work tasks (including supervisory) which would be assigned to each. An organogram illustrating the reporting lines, together with a description of such organization of the team structure should support your bid.
5. Proposed Project Team Members: Please attach the curriculum vitae of the senior professional member of the team and members of the proposed team.
6. If the requested service is a creative one, the bidder can submit drawings, schemes, pictures or samples.
7. **Price Schedule Form**

**Name of Bidder:**

**Date of Bid:**

**Bid No:**

**Currency of Bid price:**

**Expiration of Validity of Bid/Proposal** *(The bid shall be*

*valid for a period of at least 3 months* *after the Closing date.):*

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Description | Number & Description of Staff by Level | Total USD/ MDL |
| ***1. Steps*** |
|   |   |   |   |
|   |   |   |   |
|   |   |   |   |
| **TOTAL PROFESSIONAL FEES** |
| ***2. Estimated out-of-pocket expenses*** |  |  |  |
|   |  |   |   |
|   |   |   |   |
|   |   |   |   |
| **TOTAL OUT-OF-POCKET EXPENSES** |
| **TOTAL FEES (Professional + out-of-pocket expenses)** |

**Per activity Distribution:**

|  |  |  |
| --- | --- | --- |
| No. |  | Total USD/ MDL |
| 1 | Based on the results of the focus group discussions and desk review conducted by UNFPA, develop **a campaign plan.**The Plan must include the target audiences, preferred channels, key issues and messages, detailed activities, performance indicators. The campaign plan must have a calendar matrix for the period of the campaign and include a) social media detailed plan and b) influencers engagement plan. *Timeline: September 2023* |  |
| 2 | Adapt the global branding and visual identity of the Bodyright campaign, including 1. the campaign **slogan**, **logo**, **hashtags** in Romanian, Russian and/or Ukrainian languages
2. the visual identity and unified design for all print and online digital communication products, as well as social media campaign posts.

*Please consider testing the adapted branding with the local audiences**Timeline: September 2023* |  |
| 3 | **Content for the campaign page and its maintenance** Development of text and content for the campaign page, no more than 500 words explaining the goals and rationale of the campaign. The campaign page will need to be up-to-date with any new produced campaign assets listed in other lots of this tender (videos, songs, cards with key messages, human interest stories). *Timeline: October 2023* |  |
| 4 | **Produce a song dedicated to the issue:*** Nominate and secure an artist with an experience promoting a social cause and demonstrated experience engaging in social campaigns with a national/international exposure with a target audience especially young people

(Please propose a candidate in this tender)* Work on the song – lyrics and music with the artist in close collaboration with UNFPA
* Produce a video clip of the song, to include at least three actors, stories, key messages, at least three locations.
* Secure the dissemination of the song on prime TV and radio channels
* Contract with the artist to make appearance at key campaign events, including the launch, and TV and radio interviews

*Timeline: October 2023 - April 2024* |  |
| 5 | **Campaign launch event**Event logistics: * TED Talk type; Two hours, 100-130 persons (partners, donors, youth, media & influencers)
* Photo zone, interactive banner
* Selfie box – customized with key messages
* Campaign symbol installation
* Large screens to project online presenters / real life stories

Influencer engagementMedia relations: * Press release in RO & RU;
* Organize interviews of partners for media during the event;
* Media relations pre-, during and post-events
* Write a reportage with human stories/quotes from the events and publish it in at least 3 online media
* Live broadcasting and management
* Media monitoring report

*Timeline: November 2023* |  |
| 6 | **Influencer engagement Plan*** Identify and propose a pool of champions / influencers for the issue and facilitate their engagement in the campaign

(Influencers will need to be cleared by UNFPA in due diligence, with no background in political affiliations and public scandals);* Develop an Influencer Engagement Plan, to include networking events, coffee hours and brunches, visibility items/souvenirs, photoshoot for social media campaign and participation at key UNFPA campaign events, social media engagement, as well as logistics and transportation to/from events in the regions.

*Timeline: October 2023 - April 2024* |  |
| 7 | Campaign information and visibility items* Stickers with campaign logo, size: circle with a diameter 7cm
* Shoulder bag with the campaign logo and slogan on both sides; Specs: Eco bag made of 100% cotton, 140 density, size 32 x 40 with regular handles length 40 cm. Color: campaign colors
* T-shirts with campaign logo; Specs: 100% cotton, graphic in front and in the bag and on right shoulder, sizes: XL, L, M, S in equal amounts
* Pens with campaign logo; plastic
* Pins with campaign logo; Metal, circle with a diameter 10 mm, on a magnet
* Pins with campaign logo; Metal, circle with a diameter 5-7 cm with a needle
* Keychains with a campaign logo; metal
* Leaflets –A5, 4+4, 150gr, 2 pages, design
* Posters with the campaign message 5,000 units (in RO/RU/UKR) - A2, 4+4, 150gr, design
* Three Campaign roll-up banners – 120x200, design
* Postcards with the campaign visuals and messages -10 x 15, 250 gr, 4+4

*Timeline: October - November 2023*  |  |
| 8 | **Produce a package of compelling assets for the campaign,** which speaks to and engages the target audiences of the campaign, including:* Global toolbox of resources adapted to the local context
* Six videos with the campaign messages and stories;
* A photo archive featuring the influencers and regular people who are ready to share their stories with campaign logo and key messages

*Timeline: October 2023 - April 2024* |  |
| 9 | **Digital campaign to run during the whole period (including content development, posting and ad campaigns)**Develop a detailed social media calendar and packages in RO/ENG/ RUS in at least three phases: 1) campaign teasers to grab the attention of the audiences; 2) with a call to action for the launch and throughout the 16 days of activism to generate response; 3) during and after the campaign launch – to trigger and engage the audiences in a dialogue on the issue. Factor in the main international days relevant for UNFPA.Manage the campaign posts and events on main social media pages of UNFPA: Facebook, Twitter and Instagram:* Periodicity of posting on main UNFPA and partner social media platform
* engage and ensure sharing on relevant partner pages
* relevant refugee groups on Facebook, Viber and WhatsApp

Part of the umbrella digital campaign will also be:* digital social media “events” mirroring and promoting the offline events within the campaign
* Facebook/Instagram Ads campaigns
* Google Ads campaigns

*Timeline: October 2023 - April 2024* |  |
| 10 | Produce at least 5 written human interest stories harvested from the campaign activities with quotes (no more than 1,5 pages)*Timeline: November 2023 - April 2024* |  |
| 11 | Six outreach events with participation of young people to educate and raise awareness on different forms of digital violence, its prevention and mitigation (Chisinau / 2 locations, Balti Youth Center, Cahul, Anenii Noi, Orhei, Nisporeni)*Timeline: November 2023 - April 2024* |  |
| 12 | **Media partnership and Special Media Projects Within The Campaign**Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on digital violence*Timeline: October 2023 - April 2024* |  |

*Vendor’s Comments:*

 **Name and title Date and Place**