**Quotation Form**

**Name of Bidder:**

**Date of Bid:**

**Request for Quotation No:**

**Currency of Bid price:**

**Delivery time** *(from receipt of order till dispatch):*

**Expiration of Validity of Quotation** *(The quotation shall be valid for a period of at least 90 days* *after the Closing date.)*

**Price Schedule:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Description of goods / services:**  Generic technical specifications for goods / ToR for services | **Unit of measure** | **Quantity** | **Proposed Price (Unore)** | **Total Price (Unore)** |
|  | 1. **INFORMATION**  **ACTIVITIES** |  |  |  |  |
| A0 | **Design the branding and visual identity of two campaigns, including the campaign logo, hashtags in Romanian, Russian and Ukrainian languages** | Ea. | 2 |  |  |
| A1 | **Development and maintenance of the dedicated campaign page.**  **Development of content for the landing page using the key messages of the campaign and content management of the page for three months:**  - a section on the dopomoga.gov.md website in RU and UKR languages – destination platform of the campaign for the refugees  The landing page should be designed in line with the visual identity of the campaign.  *Timeline: March 2022* | Deliverables | Campaign Page at UNFPA Moldova web page  1 section / landing page on in Eng, Ro and RU on the website of the UNFPA Moldova  Content management for six months |  |  |
| A2 | **Press events promoting the activities of the campaign and SRH activities - price per press event (Launch events at hospitals, ambulances and other facilities)**  Press package and responsibilities:   * Write the press release in RO & RU * Write and send out media invitations for the events * Media relations pre-, during and post-events * Organize the interviews of partners for media during the events * Distribute the press release (with pictures) to the media * Develop digital event invitation posters in RO/RU/UKR and distribute them in the regions through campaign partners * Write a reportage with human stories/quotes from the events and publish it in at least 3 online media * Film one video reportage from each events and publish it in the media * Media monitoring report   The campaign's goal is to promote the available SRH services for survivors & contact information.  *Timeline: March- October 2023* | Deliverables | One Media Plan is developed  3 media package is developed  3 media events organized  At least 30 original materials during March- April – May (interviews, TV shows participations, articles) and  20 materials published by the media based on the press releases distributed within the campaign.  3 video reporta  ges up to 2 min. with the main quotes from the event produced after the event  3 photo reports from the event by 50 photos each. |  |  |
| A3 | **Media literacy on SRH topics Training sessions**  **One Media Informative Sessions organized at UN House**  a) “Media for Health” training sessions with the participation of journalists and influencers.  The kit for the journalists will consist of:   * Media kits on the SRH services provided to the journalists * PPT presentation for the session * Film one video reportage from all informative sessions * Write a reportage with human stories/quotes from the events and publish it in at least 3 online media * At least 3 social media posts published at UNFPA Moldova Facebook page about training sessions organized   The number of journalists participating at each Media Cafe – 5 to 10 persons at a session.  *Timeline: March- May 2023* | Deliverables | Events organized, journalists informed and trained on SRH and GBV – Campaign topics   * 1 video report per all sessions * At least one article/long read a week in mass media about SRH services, developed by the journalists who attended to the media informative sessions * 1 PPT developed * 5 Social media posts created and published * Common media plan developed |  |  |
| A4 | **TV and Radio Shows** organized with the participation of UNFPA SRH experts. Planning the time slot, inviting experts, thematic preparation of the moderators, promotion of the show in social media before the show, development of the articles creating promotional articles with quotes from the show.  One dedicated republic”4 generations news” inside of the main news bulletins at National TV developed.  - Campaign key messages with CTA and link to the landing website pages of the campaign  - Types of SRH services refugees can receive  *Timeline: March- November 2023* |  | At least one partnership  One media plan for 6 month developed,  One list of the experts created and approved by UNFPA,  5 TV shows organizes at prime time on at least 3 TV stations  5 Radio shows organized |  |  |
| A5 | **Information materials and branded items promoting the campaign developed, printed and distributed within the campaign partners network / campaign disseminators**   * Posters with the campaign message and call to action (CTA) to access the SRH services to be distributed to the LPAs, post offices, police units, family doctors, centers for refugees –in RO/RU/UKR - A2, 4+4, 150gr * Stickers with the campaign messages (RO/RU/UKR) - A5, 4+0 * Campaign roll-up banners – 120x200 * Outdoor Banner- (200 x 80 cm;300 x 100 cm   150 x 100 cm; 300 x 200 cm)  *Timeline: March- June 2023* | Deliverables | Advertising materials developed  Content development and design of the banners and posters in 3 languages  Signing contracts with suppliers who will print and display the outreach materials   * 2000 posters * 30 Outdoor Banners * Three campaign Banners * 500 Stickers with the campaign messages |  |  |
| A6 | **Umbrella digital campaign, running during the whole campaign (including content development, posting and ad campaigns)**  Umbrella digital campaign which will run during the whole campaign on the following **Social Media platforms:**   * social media pages of UN agencies in Moldova: Facebook and Instagram (main platform) * social media pages of GBV working groups * social media pages of Local Public Authorities * libraries * relevant refugee Viber and WhatsApp groups * Facebook groups for refugees:   <https://www.facebook.com/moldova4peace/> - Moldova pentru Pace  <https://facebook.com/groups/347615063908402/> - Ajutor ucraineni in Moldova  <https://www.facebook.com/groups/1015955328426290> - Ajutor Ucraina  1) Develop a detailed social media calendar together with the groups admins  2) Develop social media packages in RO/ENG/UKR/RUS  3) Develop social media event concepts, agenda and manage the online events  Periodicity of posting on main UNFPA and partner social media platform – in total – 50-55 posts during 9 months.  Periodicity of posting in groups - one post per week during the 4 months – up to 20 posts in each group.  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 (5 outreach events, the Forum, the Art Contest) * Google Ads campaigns (winning artworks)   *Timeline: March 2023- November 2023* | Deliverables  Price per month | * **90 social media posts created** (texts & multimedia content) for social media in (RO/RU/UKR/ENG) based on the multimedia content created within the campaign * **40 informative social media posts** (text & visual) with original media content (17 visual cards and 3 infographics developed) * **40 social media posts** (texts & visuals/cards) created specifically to be posted in refugee groups |  |  |
|  | 1. **AWARENESS RAISING ACTIVITIES** |  |  |  |  |
| B1 | **Street Experiments in partnership with local artists filmed by hidden camera**  Four street performances in 4 different environments: At street, university, in public transport (the final list of the locations TBC)  Each street performance will contain 2 components:  -Reproducing a situation and filming it with a hidden camera  -Creation of the educational video based on the filmed situation  Creating scenarios, identifying protagonists, identifying locations, installing cameras, filming people's reactions, creating video products.  *Timeline: March - April 2023* | Deliverables  Price per unit | 4 street performances organized  2 videos up to 5 minutes created |  |  |
| B2 | **Creative activism- Media Event with holograms / Manifesto against sexual violence (Concept with the campaign objectives and key messages** **will be provided by the UNFPA)**  Life-sized hologram, three-dimensional visual representation of people projected in public place as part of a new and innovative instrument to raise awareness about sexual violence and encourage the public and service providers to stand for the victims of violence.  OR  **1 Flashmob / Public event organized, including script/directing, logistics, live broadcasting, set up of audio-video-sound equipment, media relations for the event, 2 video reports.**  Script developed, pre-production , production and post-production of the holographic video created. Advocacy event organized and facilitated.  *Timeline: April 2023* | Deliverables | 1 Public event organized, including the logistics, live broadcasting, set up of the audio-video-sound equipment, media relations for the event  1 3D Holographic video created  2 Videos after the advocacy event created to be promoted on all UNFPA channels: 2 minutes; 30 seconds.  OR  1 Flashmob / Public event organized, including script/directing, logistics, live broadcasting, set up of audio-video-sound equipment, media relations for the event, 2 video reports.  Script developed, pre-production , production and post-production of the holographic video created. Advocacy event organized and facilitated. |  |  |
| B3 | **3D portable street paintings**  Concept development, implementation and launch of the street paintings  Media engagement around the event: news/press release/human story/text reportage, promoting the street paintings  *Timeline: April 2022* | Deliverables | 3D Street paintings created in 3 cities  At least 20 materials published by media based on the press releases and media engagement  At least 3 media events launching street paintings |  |  |
| B5 | **Video Spots (TV and Radio Formats) ”Asking for a friend” with the SRH service providers as the main protagonists of the video.**  TV and radio Spots development and placement on prime TV and radio channels Partnership with the TVs and radio established. Pre-production, production and post-production of the TV & radio spots in 3 languages (RO/EN/UKR),  **Sexplicatii Podcast at Diez.** 5 podcast editions to be organized with diez.md on the existing platform – SEXPLICATII. The podcast series will be published on diez.md website and promoted on their social media pages, as well as on podcasting platforms (Spotify, Apple Podcasts, etc.). The special edition will be branded in the style of the campaign. | Deliverables  Price per video | **Video spots up to 3 min developed**  **Video spots distributed**  **Podcasts developed and published** |  |  |

**In your offer, please include:**

1. Company registration document
2. Description of services, Staff details and Client list
3. Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List;

*Vendor’s Comments:*

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

**Name and title Date and Place**