**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** |
|  | 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 Earned media materials developed and published and other media materials engaged (interviews, TV shows participations, articles) and at least 10 materials published by the media based on the press releases distributed within the campaign. |
| 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 | One eventOne Event organized, journalists informed and trained on SRH and GBV - Campaign topics - - 1 video report per all sessions- 3 articles/long read a week in mass media about SRH services, developed by the journalists who attended to the media informative sessions- 1 PPT developed- 3 Social media posts created and published- Common media plan developed |
| A4 | **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 Ucraina1) Develop a detailed social media calendar together with the UNFPA Team 2) Develop social media event concepts, agenda and manage the online eventsPeriodicity of posting on main UNFPA and partner social media platform – in total 48-55 posts during 4 months. Periodicity of posting in groups - one post per week during the 4 months *Timeline: April 2023- November 2023* | DeliverablesPrice per month | * **- at least 12 social media posts per month (4 month) created** (texts & multimedia content) for social two of the languages RO/RU/UKR/ENG) based on the multimedia content created within the campaign
* **media in (one or20 social media posts** (texts & visuals/cards) created specifically to be posted in refugee groups
 |
|  | **B. AWARENESS RAISING**  **ACTIVITIES** |  |  |
| B1 | **Creative activism-** **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 Flashmob / Public event organized, including script/directing, logistics, live broadcasting, set up of audio-video-sound equipment, media relations for the event, 1 video report.  |
| B2  | **4 Video Spots (TV and Socia Media formats)****”Asking for a friend” with the SRH service****providers as the main protagonists of the****video.** TV Spots development and placement on TVand Social Media. Potential Partnership TVsestablished. Pre-production, production andpost-production of the spots.Timeline: April 2023 - July 2023 | DeliverablesPrice per video | 4 Video spots up to 3 min developedVideo spots distributed |

**In your offer, please include:**

1. Company registration document
2. 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**