



United Nations Population Fund, UNFPA
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Website: www.unfpa.org

Date: 15/02/2023

Request for Proposal (RFP) No. UNFPA/MD/RFP/001/2023

Dear Sir/Madam,

We hereby solicit your best technical and financial offer for the supply of the following services:

Implementation of the Awareness Raising Campaign “Four Generations of Care”, developed by UNFPA Moldova.

Purpose / description of the proposed procurement:

UNFPA is leading the response, coordinating efforts with UN agencies, international and local partners in Moldova, to ensure women and girls have access to life-saving protection and sexual and reproductive health services and information. With the existing SRH available for refugee women, there is an acute and urgent need for the outreach campaign to raise the awareness of the refugee communities to generate demand for the services.

In this regard, UNFPA seeks to hire a company to implement the campaign to raise awareness of the refugee and local communities on the SRH services and generate demand for the existing SRH services provided by UNFPA Moldova and its partners.

As more than 67% of current refugees in Moldova are females, they are at unprecedented risk of gender-based violence (GBV) and in high demand for reproductive health needs. While gender-based violence can happen everywhere; the current situation has sharply increased the risk and occurrence of multiple forms of GBV, especially against women and girls, leading to higher need for protection services, as well as health-sector response to gender-based violence and facilitated access to reproductive health services. In this regard, UNFPA will launch a campaign “Untold Stories” to raise the awareness on a policy and community levels to the issue of sexual violence.

Since the beginning of the war in Ukraine, more than half a million refugees have transited through the Republic of Moldova and more than 100,000 remain in the country. Since the majority of refugees are women, there is a significant increase in demand for maternal and reproductive health services. As part of its humanitarian response, UNFPA Moldova ensures free access of Ukrainian refugee women to sexual and reproductive health services provided by the national health system, including antenatal, postnatal care, delivery, including cesareans, under a collaboration agreement with the National Health Insurance

Company. In this regard, UNFPA initiates the information campaign regarding reproductive services available for refugees and the local population to increase awareness and demand for available services.

The timeline for the campaign is March- November 2023.

Description of item(s):

#	Description of goods / services: Generic technical specifications for goods / ToR for services	Unit of measure	Quantity
A. INFORMATION ACTIVITIES			
A1	<p>Development and maintenance of the dedicated campaign page.</p> <p>Establishing partnerships, securing a separate page for the Campaign on the existing platforms for the refugees and target audiences of the campaign</p> <p>Development of content for the landing pages 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</p> <p>The landing page should be designed in line with the visual identity of the campaign.</p> <p><i>Timeline: March 2022</i></p>	Deliverables	<p>Campaign Page at UNFPA Moldova web page</p> <p>1 section / landing page on in Eng, Ro and RU on the website of the UNFPA Moldova</p> <p>Content management for six months</p>
A2	<p>Press events promoting the activities of the campaign and SRH activities - price per press event (Launch events at hospitals, ambulances and other facilities)</p> <p>Press package and responsibilities:</p> <ul style="list-style-type: none"> - 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 	Deliverables	<p>One Media Plan is developed 8 media package is developed 8 media events organized</p> <p>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.</p> <p>5 video reportages up to 2 min. with the main quotes from the event produced after the event</p> <p>5 photo reports from the event by 50 photos each.</p>

	<p>The campaign's goal is to promote the available SRH services for survivors & contact information.</p> <p><i>Timeline: March- October 2023</i></p>		
A3	<p>Media literacy on SRH topics Training sessions</p> <p>Three Media Informative Sessions organized at UN House</p> <p>a) “Media for Health” training sessions with the participation of journalists and influencers. The kit for the journalists will consist of:</p> <ul style="list-style-type: none"> - 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 <p>The number of journalists participating at each Media Cafe – 5 to 10 persons at each session.</p> <p><i>Timeline: March- May 2023</i></p>	Deliverables	<p>Events organized, journalists informed and trained on SRH – Campaign topics</p> <ul style="list-style-type: none"> - 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	<p>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.</p> <ul style="list-style-type: none"> - Campaign key messages with CTA and link to the landing website pages of the campaign - Types of SRH services refugees can receive <p><i>Timeline: March- November 2023</i></p>		<p>Partnership with at least 3 TVs and radio broadcasters established.</p> <p>One media plan for 6 month developed,</p> <p>One list of the experts created and approved by UNFPA,</p> <p>10 TV shows organizes at prime time on at least 3 TV stations</p> <p>5 Radio shows organized</p>
A5	<p>Information materials and branded items promoting the campaign developed, printed and distributed within the campaign partners network / campaign disseminators</p> <ul style="list-style-type: none"> - Posters with the campaign message and call to action (CTA) to access the SRH services to 	Deliverables	<p>Advertising materials developed</p> <p>Content development and design of the banners and posters in 3 languages</p> <p>Signing contracts with suppliers who will print and display the outreach materials</p>

	<p>be distributed to the LPAs, post offices, police units, family doctors, centers for refugees –in RO/RU/UKR - A2, 4+4, 150gr</p> <ul style="list-style-type: none"> - 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) <p><i>Timeline: March- June 2023</i></p>		<ul style="list-style-type: none"> - 2000 posters - 30 Outdoor Banners - Three campaign Banners - 500 Stickers with the campaign messages
A6	<p>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:</p> <ul style="list-style-type: none"> - 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 <p>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</p> <p>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.</p> <p>Part of the umbrella digital campaign will also be:</p> <ul style="list-style-type: none"> - digital social media “events” mirroring and promoting the offline events within the campaign 	Deliverables	<ul style="list-style-type: none"> - 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

	<ul style="list-style-type: none"> - Facebook/Instagram Ads campaigns (5 outreach events, the Forum, the Art Contest) - Google Ads campaigns (winning artworks) <p><i>Timeline: March 2023- November 2023</i></p>		
	B. AWARENESS RAISING ACTIVITIES		
B1	<p>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)</p> <p>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</p> <p>Creating scenarios, identifying protagonists, identifying locations, installing cameras, filming people's reactions, creating video products.</p> <p><i>Timeline: March - April 2023</i></p>	Deliverables	4 street performances organized 4 videos up to 5 minutes created
B2	<p>Creative activism- Media Event with holograms / Manifesto against sexual violence (Concept with the campaign objectives and key messages will be provided by the UNFPA)</p> <p>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.</p> <p>Script developed, pre-production, production and post-production of the holographic video created. Advocacy event organized and facilitated.</p> <p><i>Timeline: April 2023</i></p>	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.
B3	<p>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</p> <p><i>Timeline: April 2022</i></p>	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	<p>Video Spots (TV and Radio Formats) "Asking for a friend" with the SRH service providers as the main protagonists of the video.</p>	Deliverables	4 Video spots up to 3 min developed 4 Video spots distributed 5 Podcasts developed and published

	<p>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),</p> <p>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.</p>		
	C. COORDINATION AND ASSISTANCE ACTIVITIES		
CI	Campaign Coordinator ensuring coordination of all the activities for the 9 months of the campaign	Month	1 Hand Book of the campaign, 135 days of campaign coordination(15 days per month)

If you are interested in submitting a bid for these items/services, kindly fill in the attached submission form and submit it in a sealed envelope to the address indicated below

Email: tender.mda@unfpa.org

Please submit your quotation in MDL (local suppliers) and in USD (international supplier) currency. Conversion of currency into the UNFPA preferred currency, if the offer is quoted differently from what is required, shall be based only on [UN Operational Exchange Rate \(https://treasury.un.org/operationalrates/OperationalRates.php\)](https://treasury.un.org/operationalrates/OperationalRates.php) prevailing at the time of competition deadline.

Your earliest response to this query would be highly appreciated, but not later than **23/02/2023, 16:30 (GMT +3, Moldova Local Time)**.

Note: Do not submit your bid to the contact person's email address!

Please remember, the bid shall consist of two parts: the technical and the financial bid. The technical bid containing the technical specifications for services and the financial bid containing price information shall be submitted separately in two different emails.

Qualification Criteria:

- Relevant Experience in Public Communication (no less than 2 (two) awareness campaigns in portfolio)
- Full acceptance of the PO/Contract General Terms and Conditions

Documents comprising the bid:

- a. Completed and signed Bid Submission Form
 - b. Bidders Identification Form
 - c. Bidder's previous experience and clients (Bidder's portfolio)
 - d. Technical bid, including documentation to demonstrate that the bidder meets all requirements. The technical bid should be concisely presented and structured to include but not necessarily be limited to the information listed in the ToR. (Mandatory subject of email for the Technical Proposal: "Technical Proposal for UNFPA/MD/RFP/01/2023")
 - e. Financial bid in a separate sealed envelope (Mandatory subject of email for the Financial Proposal: "Financial Proposal for UNFPA/MD/RFP/01/2023")
 - f. CVs of key project personnel, CVs for other personnel may be included as deemed applicable by the Bidder. Bidders agree that named staff will participate on the project at the level and duration specified unless agreement is provided in writing by the Programme to allow substitutions
 - g. In case the Service Provider is a consortium of companies, the application should contain a clear distribution of tasks among the consortium members/subcontractors, including a clear division of tasks for the personnel of the companies participating in the consortium;
- Partial bids are allowed under this RFP.
 - Consortia bids are encouraged under this RFP (however the contract will be awarded to the main applicant of the consortium, established by the consortia agreement provided in submitted docs).

Evaluation of Proposals:

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical bids being completed prior to any financial bid being opened and compared. The financial bid will be opened only for those bidders whose technical bids reaches 50 points, meeting the requirements for the RFP. The total number of points which a bidder may obtain for technical and financial bids is **100 points**.

Technical Evaluation

The technical bid is evaluated on the basis of its responsiveness to the Terms of Reference shown in the bidding documents and the evaluation criteria. The maximum technical score is **70 points**.

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the Firm/Organization		
1.1	- Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.) (<i>Yes / No 15 pts.</i>)	15
1.2	Quality assurance procedures: - Company has provided and explained QA procedures in place in order	15

	to ensure smooth project delivery (5 pts.) - Company has presented 3 (three) successfully implemented projects in last years - (Yes / No 10 pts.)	
1.3	Relevance of: - Having proven experience in conducting similar works/projects relevant to the scope and size of the current project (up to 10 pts.) - Working experience with UN Agencies and/or other international organizations will be an asset (Yes/No 5 pts.)	15
1.4	Sustainable Criteria / Gender equality and diversity commitments (up to 5 pts.) - Appointment of women to managerial positions in the team - Overall gender balance in the team - Diversity within the team - : people from minority, vulnerable or marginalized groups are part of the team - Demonstrated experience in applying the Human Rights Based Approach and Gender Mainstreaming in the area (if relevant)	5
Total Form 1		50
Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	5
2.2	Have the important aspects of the task been addressed in sufficient detail?	5
2.3	Is the conceptual framework adopted appropriate for the task?	5
2.4	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	5
Total Form 2		20

Financial Evaluation

The financial bid will only be evaluated if the technical bid achieves a minimum of 50 points. Proposals failing to obtain this minimum threshold will not be eligible for further consideration. The financial bid is evaluated on the basis of its responsiveness to the Price Schedule Form. The maximum number of points for the price bid is **30**. This maximum number of points will be allocated to the lowest price. All other proposals will receive points in inverse proportion according to the following formula:

$$\text{Points for the Price Bid of a Proposal being evaluated} = \frac{[\text{Maximum number of points for the Price Bid}] \times [\text{Lowest price}]}{[\text{Price of bid being evaluated}]}$$

Total Score

The total score for each bidder will be the weighted sum of the technical score and financial score. The maximum total score is 100 points.

Contract Award

UNFPA shall award the contract to the bidder who obtains the highest combined score of the technical and price evaluation.

Note: Current UNFPA supplier policies apply to this solicitation and can be found at: <http://www.unfpa.org/suppliers>.

Attachments:

- **Bid Submission Form**
- **Bidders Identification Form**
- **Terms of Reference**
- **Technical Bid**
- **Price Schedule Form**

Best regards,

Prepared by: 
Tarcenco Iurie/ Procurement Analyst
Tel. No. +373 79785684
Email: tarcenco@unfpa.org

Approved by: 
Nigina Abaszade
Resident Representative
UNFPA Moldova



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

2. Bidders Identification Form
Bid No. UNFPA/MD/RFP/001/2023

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/

2. Quality Assurance Certification

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

3. Expertise of Staff

Total number of staff	
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Number of staff involved in similar supply contracts	
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4. Client Reference List

Please provide references of main client details.

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

5. 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

1. 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	Deliverables	Rate USD per unit price	Total USD
Development and maintenance of the dedicated campaign page.	1 section / landing page on in Eng, Ro and RU on the website of the UNFPA Moldova Content management for six months (Price per month)		
Press events promoting the activities of the campaign and SRH activities - price per press event	1 Media Campaign Plan 8 media events organized (logistics as tribune, sound effect, transportation of the visibuilt materials authorizations from LPA etc.) 8 Press releases 30 materials published by the media based on the press releases distributed within the campaign. 8 video reportages up to 2 min. with the main quotes from the event produced after the event 5 photo reports from the event by 50 photos each.		
2 Media literacy on SRH topics Training sessions (for Mass Media and for influencers)	- 2 video report per all sessions - 1 Training PPT - 5 Social media posts created and published		
TV, Radio Shows, Podcasts	Partnership with at least 3 TVs and radio broadcasters established.		

	<p>One media plan for 9 months</p> <p>One list of the experts created and approved by UNFPA,</p> <p>10 TV shows in prime time organizes</p> <p>5 Radio shows organized</p> <p>5 Sexplicatii edisions</p>		
Information materials and branded items promoting the campaign	<p>2000 posters</p> <p>30 Outdoor Banners</p> <p>Three campaign Roll Up Banners</p> <p>500 Stickers with the campaign messages</p>		
Digital campaign for 9 months of the campaign	<p>90 social media posts translated in RO/RU/UKR/ENG</p> <p>40 informative social media posts</p>		
Street Experiment filmed with the hidden camera	<p>4 street performances</p> <p>4 videos up to 5 minutes</p>		
Media Event with holograms	<p>1 Public event organized, including the logistics, live broadcasting, set up of the audio-video-sound equipment, media relations for the event</p> <p>1 3D Holographic video for the event</p> <p>2 Videos report</p>		
3D portable street paintings	<p>Design of the 3D Street Paintings</p> <p>Development of 3 D Street Paintings</p> <p>Instalation of 3D Street Paintings</p>		
Video Spots (TV and Radio Formats) "Asking for a friend"	<p>4 Video Explainers up to 3 min</p> <p>4 Video Explainers distributed</p>		
Campaign coordination fee	<p>1 Handbook of the campaign</p> <p>Report of the activities</p>		