



United Nations Population Fund (UNFPA)
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Chisinau, Republic of Moldova,
MD-20125
Fiscal Code: 12626016
Tel: +373 79785684
Website: www.unfpa.org

Date: 04/09/2023

Request for Proposal (RFP) No. UNFPA/MD/RFP/002/2023

Dear Sir/Madam,

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

Implementation of the Campaign “Bodyright. My body is my own.” for UNFPA Moldova.

Purpose / description of the proposed procurement:

Globally, 85% of women have experienced or witnessed digital violence against other women; 57% of women have had their videos or images online abused or misused; 95% of online deepfake videos are pornography, all are of women (Economist Intelligence Unit, 2020).

At the national level, data from a study conducted by the International Center "La Strada" in 2021 reveals that every second child/young man/young woman in our country reports being approached by an unknown person, at least once, to send sexual images online. Simultaneously, 40% of these children/young people will choose not to disclose this experience, with only 9% discussing such uncomfortable situations with their parents.

The study shows an increased interest of young people in online activities, pointing out that this interest exposes young people to situations for which they are not prepared, due to a lack of sufficient life skills. For example, although 9 out of 10 children/young people make and post videos of themselves, every seventh child/young person does not know what information can be published online and does not tell anyone. Every second 14-year-old has communicated with strangers online at least once. And 6 out of 10 17-year-olds have made contact with strangers online. Three in 10 12–17-year-olds say they are OK with sending sexual images if they do so in the context of a long-term romantic relationship with someone.

In 2021, the United Nations Population Fund (UNFPA) launched the global #bodyright Campaign. The aim of the campaign is to raise awareness and create a deeper awareness of protecting women's bodies and their rights online. Bodyright is a social movement that asks us all to take gender-based online violence seriously. We all need to understand our role in it and work together to drive real change and online protections for every girl, woman and young person, everywhere.

The objective of the Bodyright Campaign in the Republic of Moldova is to increase awareness about the risks of digital violence, educate youth and online users about the various forms of digital violence, and mobilize support for facilitating legislative changes related to digital violence.

The campaign activities will span 6 months (October 2023 – March 2024). The campaign will encompass adapting the campaign's philosophy and global tagline, formulating an action plan, defining key messages, identifying target audiences, selecting channels and platforms, and engaging influencers and opinion leaders.

Structurally, the campaign will be divided into two intervention directions: online and offline. These elements will establish a connection between online and offline occurrences. This linkage will be


achieved through repeated messages in both realms, as well as communication tools that provide tailored information for each channel.

A pivotal aspect will involve utilizing materials developed globally and adapting them to the context of the Republic of Moldova. The design of the materials used will mirror the design developed at the global level. Additionally, a campaign page on the global initiative will be integrated into the UNFPA Moldova website. The purpose of this campaign page on the UNFPA Moldova website is to centralize the materials in one location for dissemination through all campaign activities.

Description of item(s):

#	Description of goods / services: Generic technical specifications for goods / ToR for services	Unit of measure	Quantity / Deliverables
1	<p>Based on the results of the focus group discussions and desk review conducted by UNFPA, develop a campaign plan.</p> <p><u>The Plan must include the target audiences, preferred channels, key issues and messages, detailed activities, performance indicators.</u></p> <p><u>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.</u></p> <p><i>Timeline: September 2023</i></p>	Deliverables	<ul style="list-style-type: none"> - Campaign action plan with target audiences, channels, key messages, activities, performance indicators - Calendar matrix - Social media plan for the period of the campaign - Influencers engagement plan
2	<p>Adapt the global branding and visual identity of the Bodyright campaign, including</p> <ol style="list-style-type: none"> a. the campaign slogan, logo, hashtags in Romanian, Russian and/or Ukrainian languages b. the visual identity and unified design for all print and online digital communication products, as well as social media campaign posts. <p><i>Please consider testing the adapted branding with the local audiences</i></p> <p><i>Timeline: September 2023</i></p>	Deliverables	<ul style="list-style-type: none"> - Slogan, logo, hashtags - Preview of the use of the campaign visual identity on print and online products, including the adapted logo with a slogan, and partner logos
3	<p>Content for the campaign page and its maintenance</p> <p>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).</p> <p><i>Timeline: October 2023</i></p>	Deliverables	<ul style="list-style-type: none"> - Text for the campaign page drafted (up to 500 words in English and Romanian) - Upload any new resources and assets related to the campaign on this campaign page for six months

4	<p>Produce a song dedicated to the issue:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October 2023 - April 2024</i></p>	Deliverables	<ul style="list-style-type: none"> - Contract with an artist is concluded; (Artist will need to be cleared by UNFPA in due diligence, with no background in political affiliations and public scandals) - Campaign song is written with UNFPA - Campaign song video clip is produced - Artist premieres the song at the UNFPA Campaign launch event, and participates at key campaign events and TV/radio interviews
5	<p>Campaign launch event</p> <p>Event logistics:</p> <ul style="list-style-type: none"> - 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 <p>Influencer engagement</p> <p>Media relations:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: November 2023</i></p>	Deliverables	<ul style="list-style-type: none"> - Arrange venue, moderator, caterer, logistics and event zones; - Secure keynote speaker/ Influencer and at least three speakers to share experiences at the event - Media relations as described <ul style="list-style-type: none"> - Youth leaders and workers from at least 5 locations (Straseni, Orhei, Leova, Aneninoi, Gratiesti)
6	<p>Influencer engagement Plan</p> <ul style="list-style-type: none"> - 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); 	Deliverables	<ul style="list-style-type: none"> - Influencer engagement plan with concrete activities and proposed budget - Propose at least six influencers to be engaged during the campaign - Facilitate the engagement of Influencer throughout the campaign in line with the campaign and Influencer

	<ul style="list-style-type: none"> - 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. <p><i>Timeline: October 2023 - April 2024</i></p>		<p>engagement plan - at least one brunch, one photoshoot for social media campaign, participation in at least one outreach event per influencer</p> <ul style="list-style-type: none"> - Implement the Influencer engagement plan, including the catering, logistics and transportation
7	<p>Campaign information and visibility items</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October - November 2023</i></p>	Price per unit	<ul style="list-style-type: none"> - Stickers: price for 500, 1000 - Small Pins on a magnet: price for 100, 500, 1000 - 5-7 cm Pins on a needle for backpacks: price for 100, 500, 1000 - Shoulder bags: prices for 100, 500 - T-shirts: prices for 100 (each size), 300 (each size), 500 (each size) - Pens: prices for 500, 1000 - Keychains: prices for 100, 500, 1000 - Leaflets –prices for 500, 1000 units - Posters with the campaign message 5,000 units - Three Campaign roll-up banners – 120x200 - Postcards – prices for 500, 1000 units 
8	<p>Produce a package of compelling assets for the campaign, which speaks to and engages the target audiences of the campaign, including:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October 2023 - April 2024</i></p>	Deliverables	<ul style="list-style-type: none"> - Produce six videos on a) overview of the different forms of digital violence ; b) featuring the artist and her story; c) six videos on forms of violence featuring influencers and storytellers <p>(one minute for TikTok, Instagram, Facebook and Twitter)</p>
9	<p>Digital campaign to run during the whole period (including content development, posting and ad campaigns)</p> <p>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</p>	Deliverable	<ul style="list-style-type: none"> - Digital campaign plan is developed in phases with a calendar matrix - Social media package with (texts, social media cards, infographics, multimedia content)

	<p>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.</p> <p>Manage the campaign posts and events on main social media pages of UNFPA: Facebook, Twitter and Instagram:</p> <ul style="list-style-type: none"> - 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 <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 - Facebook/Instagram Ads campaigns - Google Ads campaigns <p><i>Timeline: October 2023 - April 2024</i></p>		<p>(RO/RU/ENG) based on the approved calendar matrix</p> <ul style="list-style-type: none"> - social media posts (texts & visuals/cards) created specifically to be posted in refugee groups, engage and ensure sharing on relevant partner pages - Regular polls, stories and instruments to engage the online users during the active phases of the campaign - 6 digital social media “events” - 10 Facebook/ Instagram Ads campaigns - 1 Google Ads campaign - Management and posting of the social media package materials on UNFPA channels.
10	<p>Produce at least 5 written human interest stories harvested from the campaign activities with quotes (no more than 1,5 pages)</p> <p><i>Timeline: November 2023 - April 2024</i></p>	Deliverables	<ul style="list-style-type: none"> - 5 written human interest stories on digital violence
11	<p>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)</p> <p><i>Timeline: November 2023 - April 2024</i></p>	Deliverables	<ul style="list-style-type: none"> - Moderator/Facilitator - Event interactive scenario – games on digital violence - Logistics, transportation
12	<p>Media partnership and Special Media Projects Within The Campaign</p> <p>Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on digital violence</p> <p><i>Timeline: October 2023 - April 2024</i></p>	Deliverables	<ul style="list-style-type: none"> - At least five media partnerships, including TV, radio and podcasts

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)** or **USD (international suppliers)** 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) at the competition deadline date.

Your earliest response to this query would be highly appreciated, but not later than **11/09/2023, 16:30 (GMT +3, Moldova Local Time)**.

Please ensure to mark your email with the UNFPA/MD/RFP/002/2023 and the words Sealed bid. Do not open before **11/09/2023**.

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 sealed envelopes.

Qualification Criteria:

- 3 Years of Experience in Public Communication and campaign implementation of team members
- Full acceptance of the PO/Contract General Terms and Conditions
- Bidder's portfolio with relevant experience submitted.
- Experience of at least 1 campaign on social issues in the portfolio provided.

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. Curriculum Vitae/Portfolio of the designated team who will lead and coordinate the campaign
 - e. 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/002/2023")
 - f. Financial bid in a separate sealed envelope (Mandatory subject of email for the Financial Proposal: "Financial Proposal for UNFPA/MD/RFP/002/2023")
 - g. 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
 - h. 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 allowed 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 70 points, meeting the requirements for the RFP. The total number of points which a bidder may obtain for technical and financial bids is **200 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 **100 points**.

Technical Proposal Evaluation Form 1	Points obtainable
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Expertise of the Firm/Organization		
1.1	Qualifications: <ul style="list-style-type: none"> - 3 Years of Experience campaign implementation by the team - Full acceptance of the PO/Contract General Terms and Conditions - Ability to have a designated staff who will lead and coordinate the campaign activities - Submission of Portfolio 	5
1.2	Quality assurance procedures: <ul style="list-style-type: none"> - Company has provided and explained QA procedures in place in order to ensure smooth project delivery (5 pts.) - Company has presented 3 (three) successfully implemented projects in last 3 years - (Yes / No 5 pts.) 	10
1.3	Relevance of experiences based on the portfolio, submission documents and recommendations: <ul style="list-style-type: none"> - Having proven experience in conducting similar works/projects relevant to the scope and size of the current project (up to 5 pts.) - Working experience with UN Agencies and/or other international organizations will be an asset (Yes/No 5 pts.) - Experience in implementing behavior change campaigns; - Experience covering the social issues, specifically gender equality, gender-based violence, youth issues, intergenerational dialogue; (Yes/No 10 pts.) - Experience working with the diverse and/or vulnerable groups of populations and covering sensitive issues; (up to 5 pts.) - Experience in establishing partnerships with leading media agencies; (up to 5 pts.) - Experience in developing a compelling content and generating response from the audiences (up to 5 pts.) 	30
1.4	Sustainable Criteria / Gender equality and diversity commitments (up to 5 pts.) <ul style="list-style-type: none"> - Diversity within 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 presentation clear and is the sequence of activities and the planning logical, realistic, timebound and promise efficient implementation to the project ?	30
2.4	Is the proposed team able to carry out the proposed activities ?	10
Total Form 2		50

Financial Evaluation

The financial bid will only be evaluated if the technical bid achieves a minimum of 70 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 **100**. 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 200 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

DocuSigned by:
Iurie Tarcenco
85CA7739315F46C...

Approved by:

Nigina Abaszade

Resident Representative

UNFPA Moldova

DocuSigned by:
Nigina Abaszade
43D750472CF14D1...

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/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/

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	
Number of staff involved in similar supply contracts	

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

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.

3. 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	<p>Based on the results of the focus group discussions and desk review conducted by UNFPA, develop a campaign plan.</p> <p><u>The Plan must include the target audiences, preferred channels, key issues and messages, detailed activities, performance indicators.</u></p> <p><u>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.</u></p> <p><i>Timeline: September 2023</i></p>	
2	<p>Adapt the global branding and visual identity of the Bodyright campaign, including</p> <ul style="list-style-type: none"> c. the campaign slogan, logo, hashtags in Romanian, Russian and/or Ukrainian languages d. the visual identity and unified design for all print and online digital communication products, as well as social media campaign posts. <p><i>Please consider testing the adapted branding with the local audiences</i></p>	

	<i>Timeline: September 2023</i>	
3	<p>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).</p> <p><i>Timeline: October 2023</i></p>	
4	<p>Produce a song dedicated to the issue:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October 2023 - April 2024</i></p>	
5	<p>Campaign launch event Event logistics:</p> <ul style="list-style-type: none"> - 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 <p>Influencer engagement Media relations:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: November 2023</i></p>	
6	<p>Influencer engagement Plan</p> <ul style="list-style-type: none"> - 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 	

	<p>engagement, as well as logistics and transportation to/from events in the regions.</p> <p><i>Timeline: October 2023 - April 2024</i></p>	
7	<p>Campaign information and visibility items</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October - November 2023</i></p>	
8	<p>Produce a package of compelling assets for the campaign, which speaks to and engages the target audiences of the campaign, including:</p> <ul style="list-style-type: none"> - 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 <p><i>Timeline: October 2023 - April 2024</i></p>	
9	<p>Digital campaign to run during the whole period (including content development, posting and ad campaigns)</p> <p>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.</p> <p>Manage the campaign posts and events on main social media pages of UNFPA: Facebook, Twitter and Instagram:</p> <ul style="list-style-type: none"> - 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 <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 - Facebook/Instagram Ads campaigns - Google Ads campaigns <p><i>Timeline: October 2023 - April 2024</i></p>	

10	Produce at least 5 written human interest stories harvested from the campaign activities with quotes (no more than 1,5 pages) <i>Timeline: November 2023 - April 2024</i>	
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) <i>Timeline: November 2023 - April 2024</i>	
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 <i>Timeline: October 2023 - April 2024</i>	

Vendor's Comments:

Name and title

Date and Place