



United Nations Population Fund
Address: 131, 31 August 1989 Street
Chisinau, Republic of Moldova
Tel: (+373) 22 214002

Date: 21 March 2023

Request for Quotation No. UNFPA/MD/RFQ/007/2023

Dear Sir/Madam,

We hereby solicit your Quotation for the supply of the following services:

Implementation of the Awareness Raising Campaign “Four Generations of Care”, developed by UNFPA Moldova as detailed in Annex 1 to this RFQ.

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.

The quotation shall be valid at least for 2 months after the closing date.

If you are interested in submitting a quotation for these items, kindly fill in the attached Quotation Form along with supporting documents and send by email 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.

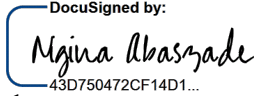
- **Proof of experience: Prior experience in the delivery of a similar services (Brief descriptions/proofs of such projects are provided)**
- **Proof of adequate team: The bidder has adequate staff with required skills and who are available to support the required project. All the profile requirements should be met by different individuals. The information should be supported with the CVs of the proposed project team.**
- **A brief methodology how you will be achieving these below objectives and deliverables.**

Your earliest response to this query would be highly appreciated, but not later than 24 **March 2023, 16:30 (GMT +3, Moldova Local Time)**.

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

Best regards,

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

Approved by: 
Nigina Abaszade
Resident Representative
UNFPA Moldova



Annex: 1

#	Description of goods / services: Generic technical specifications for goods / ToR for services	Unit of measure	Quantity
A. 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	<p>Development and maintenance of the dedicated campaign page.</p> <p>Development of content for the landing page using the key messages of the campaign and content management of the page for three months:</p> <ul style="list-style-type: none"> - a section on the dopomoga.gov.md website in RU and UKR languages – destination platform of the campaign for the refugees <p>The landing page should be designed in line with the visual identity of the campaign.</p> <p><i>Timeline: March 2023</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 <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>	Deliverables	<p>One Media Plan is developed 3 media package is developed 3 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>3 video reportages up to 2 min. with the main quotes from the event produced after the event</p> <p>3 photo reports from the event by 50 photos each.</p>



A3	<p>Media literacy on SRH topics Training sessions</p> <p>One 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 a session.</p> <p><i>Timeline: March- May 2023</i></p>	Deliverables	<p>Events organized, journalists informed and trained on SRH and GBV – 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>At least one partnership</p> <p>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</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 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 	Deliverables	<p>Advertising materials developed</p> <p>Content development and design of the banners and posters in 3 languages Signing contracts with suppliers who will print and display the outreach materials</p> <ul style="list-style-type: none"> - 2000 posters - 30 Outdoor Banners - Three campaign Banners - 500 Stickers with the campaign messages



	<ul style="list-style-type: none"> - 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>		
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 - 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>	<p>Deliverables</p> <p>Price per month</p>	<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



	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>	<p>Deliverables</p> <p>Price per unit</p>	<p>4 street performances organized 2 videos up to 5 minutes created</p>
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>OR</p> <p>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.</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>	<p>Deliverables</p>	<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 created 2 Videos after the advocacy event created to be promoted on all UNFPA channels: 2 minutes; 30 seconds.</p> <p>OR</p> <p>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.</p> <p>Script developed, pre-production , production and post-production of the holographic video created. Advocacy event organized and facilitated.</p>
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>Deliverables</p>	<p>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</p>



	<i>Timeline: April 2022</i>		
B5	<p>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),</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>	<p>Deliverables</p> <p>Price per video</p>	<p>Video spots up to 3 min developed Video spots distributed Podcasts developed and published</p>



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)
B. 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	<p>Development and maintenance of the dedicated campaign page.</p> <p>Development of content for the landing page using the key messages of the campaign and content management of the page for three months:</p> <ul style="list-style-type: none"> - a section on the dopomoga.gov.md website in RU and UKR languages – destination platform of the campaign for the refugees <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 	Deliverables	<p>One Media Plan is developed</p> <p>3 media package is developed</p> <p>3 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</p>		



	<ul style="list-style-type: none"> - 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 <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>		<p>media based on the press releases distributed within the campaign.</p> <p>3 video reportages up to 2 min. with the main quotes from the event produced after the event</p> <p>3 photo reports from the event by 50 photos each.</p>		
A3	<p>Media literacy on SRH topics Training sessions</p> <p>One 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 a session.</p> <p><i>Timeline: March- May 2023</i></p>	Deliverables	<p>Events organized, journalists informed and trained on SRH and GBV – 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.</p>		<p>At least one partnership</p> <p>One media plan for 6 month developed, One list of the experts created</p>		



	<p>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>and approved by UNFPA,</p> <p>5 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 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) <p><i>Timeline: March- June 2023</i></p>	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> <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)</p> <p>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 	Deliverables Price per month	<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 		



	<p>https://facebook.com/groups/347615063908402/ - Ajutor ucraineni in Moldova https://www.facebook.com/groups/1015955328426290 - Ajutor Ucraina</p> <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 - 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>		<p>infographics developed)</p> <ul style="list-style-type: none"> - 40 social media posts (texts & visuals/cards) created specifically to be posted in refugee groups 		
	C. 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>	<p>Deliverables</p> <p>Price per unit</p>	<p>4 street performances organized 2 videos up to 5 minutes created</p>		



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>OR</p> <p>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.</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	<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 created</p> <p>2 Videos after the advocacy event created to be promoted on all UNFPA channels: 2 minutes; 30 seconds.</p> <p>OR</p> <p>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.</p> <p>Script developed, pre-production , production and post-production of the holographic video created. Advocacy event organized and facilitated.</p>		
B3	<p>3D portable street paintings</p> <p>Concept development, implementation and launch of the street paintings</p>	Deliverables	<p>3D Street paintings created in 3 cities</p> <p>At least 20 materials</p>		



	Media engagement around the event: news/press release/human story/text reportage, promoting the street paintings <i>Timeline: April 2022</i>		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. 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>	<p>Deliverables</p> <p>Price per video</p>	<p>Video spots up to 3 min developed Video spots distributed Podcasts developed and published</p>		

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