



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

**Date:** 10 April 2023

**Request for Quotation No. UNFPA/MD/RFQ/010/2023**

Dear Sir/Madam,

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

***Rollout of the UNFPA Campaigns on Awareness around Sexual Violence and Sexual Reproductive Health***  
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](mailto: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.

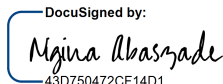
- **Proof of experience: Prior experience in the delivery of a similar services (Brief descriptions/proofs of such projects are provided)**
- **Proof of adequate team: The bidder has adequate staff with required skills and who are available to support the required project. All the profile requirements 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 **13 April 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](mailto: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
<b>A. INFORMATION ACTIVITIES</b>			
A0	<b>Design the branding and visual identity of two campaigns, including the campaign logo, hashtags in Romanian, Russian and Ukrainian languages</b>	Ea.	2
A1	<p><b>Development and maintenance of the dedicated campaign page.</b></p> <p><b>Development of content for the landing page using the key messages of the campaign and content management of the page for three months:</b></p> <ul style="list-style-type: none"> <li>- a section on the dopomoga.gov.md website in RU and UKR languages – destination platform of the campaign for the refugees</li> </ul> <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><b>Press events promoting the activities of the campaign and SRH activities - price per press event (Launch events at hospitals, ambulances and other facilities)</b></p> <p>Press package and responsibilities:</p> <ul style="list-style-type: none"> <li>- Write the press release in RO &amp; RU</li> <li>- Write and send out media invitations for the events</li> <li>- Media relations pre-, during and post-events</li> <li>- Organize the interviews of partners for media during the events</li> <li>- Distribute the press release (with pictures) to the media</li> <li>- Develop digital event invitation posters in RO/RU/UKR and distribute them in the regions through campaign partners</li> <li>- Write a reportage with human stories/quotes from the events and publish it in at least 3 online media</li> <li>- Film one video reportage from each events and publish it in the media</li> <li>- Media monitoring report</li> </ul> <p>The campaign's goal is to promote the available SRH services for survivors &amp; 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>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.</p>
A3	<b>Media literacy on SRH topics Training sessions</b>	Deliverables	One event

	<p><b>One Media Informative Sessions organized at UN House</b></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"> <li>- Media kits on the SRH services provided to the journalists</li> <li>- PPT presentation for the session</li> <li>- Film one video reportage from all informative sessions</li> <li>- Write a reportage with human stories/quotes from the events and publish it in at least 3 online media</li> <li>- At least 3 social media posts published at UNFPA Moldova Facebook page about training sessions organized</li> </ul> <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>		<p>One Event organized, journalists informed and trained on SRH and GBV - Campaign topics -</p> <ul style="list-style-type: none"> <li>- 1 video report per all sessions</li> <li>- 3 articles/long read a week in mass media about SRH services, developed by the journalists who attended to the media informative sessions</li> <li>- 1 PPT developed</li> <li>- 3 Social media posts created and published</li> <li>- Common media plan developed</li> </ul>
A4	<p><b>Umbrella digital campaign, running during the whole campaign (including content development, posting and ad campaigns)</b></p> <p>Umbrella digital campaign which will run during the whole campaign on the following <b>Social Media platforms:</b></p> <ul style="list-style-type: none"> <li>- social media pages of UN agencies in Moldova: Facebook and Instagram (main platform)</li> <li>- social media pages of GBV working groups</li> <li>- social media pages of Local Public Authorities</li> <li>- libraries</li> <li>- relevant refugee Viber and WhatsApp groups</li> <li>- Facebook groups for refugees: <a href="https://www.facebook.com/moldova4peace/">https://www.facebook.com/moldova4peace/</a> - Moldova pentru Pace <a href="https://facebook.com/groups/347615063908402/">https://facebook.com/groups/347615063908402/</a> - Ajutor ucraineni in Moldova <a href="https://www.facebook.com/groups/1015955328426290">https://www.facebook.com/groups/1015955328426290</a> - Ajutor Ucraina</li> </ul> <p>1) Develop a detailed social media calendar together with the UNFPA Team 2) 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 48-55 posts during 4 months.</p>	<p>Deliverables</p> <p>Price per month</p>	<ul style="list-style-type: none"> <li>- <b>at least 12 social media posts per month (4 month) created</b> (texts &amp; multimedia content) for social two of the languages RO/RU/UKR/ENG) based on the multimedia content created within the campaign</li> <li>- <b>media in (one or 20 social media posts</b> (texts &amp; visuals/cards) created specifically to be posted in refugee groups</li> </ul>

	<p>Periodicity of posting in groups - one post per week during the 4 months</p> <p><i>Timeline: April 2023- November 2023</i></p>		
	<p><b>B. AWARENESS RAISING ACTIVITIES</b></p>		
B1	<p><b>Creative activism-</b></p> <p><b>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.</b></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 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.</p>
B2	<p><b>4 Video Spots (TV and Socia Media formats) "Asking for a friend" with the SRH service providers as the main protagonists of the video.</b></p> <p>TV Spots development and placement on TV and Social Media. Potential Partnership TVs established. Pre-production, production and post-production of the spots.</p> <p>Timeline: April 2023 - July 2023</p>	<p>Deliverables</p> <p>Price per video</p>	<p>4 Video spots up to 3 min developed</p> <p>Video spots distributed</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
<b>A. INFORMATION ACTIVITIES</b>			
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	<ul style="list-style-type: none"> <li>- Film one video reportage from each events and publish it in the media</li> <li>- Media monitoring report</li> </ul> <p>The campaign's goal is to promote the available SRH services for survivors &amp; contact information.</p> <p><i>Timeline: March- October 2023</i></p>		
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**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.

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**Name and title**

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**Date and Place**