



United Nations Population Fund,  
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**Date:** 12/09/2022

**Request for Proposal (RFP) No. UNFPA/MD/RFP/01/2022**

Dear Sir/Madam,

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

***Implementation of the Campaign “Untold Stories: Break the Silence” for UNFPA Moldova.***

Pre-proposal conference Will be Conducted

Friday, September 16, 2022 · Time: 12:00 – 13:00 (GMT+3, Moldova Local Time)

Google Meet joining info:

Video call link: <https://meet.google.com/gya-gtnz-igw>

Or dial: (GB) +44 20 3956 6355 PIN: 461 348 484#

More phone numbers: <https://tel.meet/gya-gtnz-igw?pin=1037010399787>

**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. This includes initiatives to protect women and girls from gender-based violence and ensure that survivors of violence have access to specialized health, psychosocial, legal and other support services. With the existing SRH and GBV services 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 entitled “Untold Stories: Break the Silence” to raise awareness of the refugee and local communities on the GBV prevention and response and generate demand for the existing GBV and SRH services.

The campaign plan is developed with the branding, visual identity and key messages. The timeline for the campaign is September – February 2022.

**Description of item(s):**

#	Description of goods / services:	Unit of measure	Quantity
	Generic technical specifications for goods / ToR for services		

1	<p><b>Establishing partnerships, securing a separate page for the Campaign on the existing platforms for the refugees and target audiences of the campaign</b></p> <p><b>Development of content for the landing pages 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> <li>- a dedicated section on the website of the Ministry of Labor and Social Protection and partners in EN, RO and RU for local survivors and the general public</li> </ul> <p>The landing page should be designed in line with visual identity of the campaign (available upon request).</p> <p><i>Timeline: September 2022</i></p>	Deliverables	<p>1 section / landing page on in Eng, Ro and RU on the website of the Ministry of Labor and Social Protection &amp; select partners.</p> <p>1 section / landing page in UKR and RU on dopomoga.gov.md.</p> <p>Content management for three months</p>
2	<p><b>Outreach cultural events in partnership with local authorities and local NGOs</b></p> <p>Five biggest cities of Moldova: Balti, Cahul, Chisinau, Ungheni, Comrat (the final list of cities TBC)</p> <p>Each event to last up to 2.5 hours and have 2 components:</p> <ul style="list-style-type: none"> <li>- <b>Cultural component:</b> musical program / performance of a local band – 30 min</li> <li>- <b>Information component:</b> interactive outreach activities jointly with the local NGOs who work with local and refugee women and young people; stands/table for the NGOs</li> <li>- a special corner for families with children and separately for teenagers will be created with interactive masterclasses</li> </ul> <p>No of participants – up to 200 per event</p> <p>Events locations: center of the cities; public spaces; dedicated events venues.</p> <p>Photo services.</p> <p><i>Timeline: October – November 2022</i></p>	Deliverables	<p>5 events organized in five biggest cities of Moldova</p> <p>(incl: sound equipment, stage, bathroom facilities, cleaning/salubritization srv, authorizations, transportation)</p>
3	<p><b>Press events promoting the activities of the campaign - price per press event</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>- Live broadcasting and management</li> </ul>	Deliverables	<p>Press package is developed</p> <p>At least 15 original materials during October-November (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 3 min. with the main quotes from the event produced after the event.</p>

	<ul style="list-style-type: none"> <li>- Media monitoring report</li> </ul> <p>The campaign's goal is to promote the available GBV services for survivors &amp; contact information.</p> <p><i>Timeline: October – November 2022</i></p>		
4	<p><b>Public relations for the Safe Spaces</b></p> <p>a) Press tour for the journalists to cover key events around the Safe Spaces in Chisinau and the North, South OR Central Moldova</p> <p>The kit for the journalists will consist of:</p> <ul style="list-style-type: none"> <li>- Flyer on the services available at the Safe Spaces</li> <li>- A set of infographics with the services provided by the Safe Spaces, the regions where the Safe Spaces work, including the mobile Safe Spaces , the map and the results since the launch</li> <li>- Leaflets for the beneficiaries in the North, South, Centre and in Chisinau (see below under information materials)</li> <li>- Quotes of the service providers and beneficiaries</li> </ul> <p>The number of journalists participating at a tour – 5 to 10 persons</p> <p>The post-tour PR campaign will include the following tools:</p> <ul style="list-style-type: none"> <li>- press release</li> <li>- set of infographics with the services provided and the results since the beginning of war</li> <li>- video tablet (about all safe spaces) with short interviews with people offering support, packshot with dedicated information regarding the contacts for assistance according to the UNFPA Pathways intervention</li> <li>- media materials produced by the journalists participating in the tour</li> </ul> <p>Press tour logistics, including transportation, and management</p> <p>b) Work closely with the Safe Spaces and ensure coverage and visibility of the provided services:</p> <ul style="list-style-type: none"> <li>- Flyer on the services available at the Safe Spaces</li> <li>- Develop and share the press release on weekly basis about the static and mobile Safe Spaces</li> <li>- Produce at least one video a week with the quotes, interviews from several Safe Spaces</li> <li>- Produce at least one human interest story a week featuring service providers and beneficiaries of the Safe Spaces</li> <li>- Develop social media package on weekly basis about the existing services to feature on all IP social media accounts in Romanian and Russian languages and refugee social media groups;</li> <li>- Coverage on social media of all the significant Safe Space events and trainings</li> <li>- Regularly update the Safe Spaces map on monthly basis</li> </ul>	Deliverables	<p>Two press tours for the journalists organized to cover the launch of the key events in Chisinau and one of the regional locations</p> <p>Safe Spaces are regularly visible in traditional and social media:</p> <ul style="list-style-type: none"> <li>- One video / week</li> <li>- At least one human interest story / quotes a week</li> <li>- Social media package / week shared in advance to post on all IP channels</li> <li>- Coverage of all Safe Space events and launches: media advisories, press release, photo/video, interviews</li> </ul>

	- Generate Safe Spaces infographics with key data/indicators every 2 weeks <i>Timeline: September – December 2022</i>		
5	<b>Special Projects Within The Campaign</b>		
5a	Development of the information on the backside of the bills and distribution of the designed bills countrywide in partnership with municipal agency “Ape-Kanal”: at least 1 million people reached  <i>Timeline: September – December 2022</i>	Deliverables	Partnership with “Ape-Kanal” established  Campaign information placed on the back of the bill  Facilitate the distribution of the bill to reach at least 1 million people
5b	TV and radio Spots development and placement on prime TV and radio channels: price per unit for a) video, b) radio spot, c) placement on air. - Campaign key messages with CTA and link to the landing website pages of the campaign - Types of support the refugees can receive: medical, psychological, legal <i>Timeline: October – December 2022</i>	Deliverables	Partnership with the TVs and radio established. Pre-production, production and post-production of the TV & radio spots in 3 languages (RO/RU/UKR), covering the 4 subject lines.
5c	Advertising in interurban buses and minibuses in all regions of the country The banners in RO, RU and UKR will be displayed in the interurban buses and minibuses on the back of the bus chairs. At least 10 biggest districts: Chisinau, Cahul, Balti, Ungheni, Edinet, Comrat, Ocnita, etc. - Campaign key messages with CTA and link to the landing website pages of the campaign - Types of support the refugees can receive: medical, psychological, legal <i>Timeline: September – December 2022</i>	Deliverables	Content and design of the banners in 3 languages Signing contracts with suppliers who will print and display the banners in 10 buses in each of 10 districts.
5d	SMS informative campaigns for the refugees - Campaign key messages with CTA and link to the landing website pages of the campaign - Types of support the refugees can receive: medical, psychological, legal <i>Timeline: September – December 2022</i>	Deliverables	Partnership established with national telecommunication providers  4 SMS texts in Russian and Ukrainian sent during the activity period (The contact data will be provided by the project)
5e	Establish partnership with local artists and organize GBV-themed Art Urban Installation in five cities – <b>Find Your Safe Space</b> Media engagement around the event: news/press release/human story/text reportage, promoting the Art Installations <i>Timeline: November– December 2022</i>	Deliverables	Art Installations organized in five cities; At least 20 materials published by media based on the press releases and media engagement
5f	Organize a Flashmob in three cities (TBC) with participation of 100 people/each Media engagement around the event: news/press release/human story/text reportage	Deliverables	Three flashmobs organized At least 20 materials published by media based on the press releases and media engagement
6	<b>Media partnership and Special Media Projects Within The Campaign</b> Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on forms of violence and inform on the existing services, while putting the GBV topic on public agenda: - media project “ABCs of violence” & “ABCs of services”;	Deliverables	At least five media partnerships established

	<ul style="list-style-type: none"> <li>- four video explainers featuring experts promoted on media platforms;</li> <li>- PR media project &amp; photo reportage “One day with the Safe Space team”;</li> <li>- at least five podcasts editions.</li> </ul> <p><i>Timeline: November – December 2022</i></p>		
7	<p><b>Partnership with the influencers</b> Interviews, social experiments, other video content to reach the target groups and inform them about the available support for them</p>	Deliverables	Secure partnership with a group of influencers and champions who are ready to speak up about GBV - at least sixteen champions identified Develop and produce 16 videos featuring the influencers.
8	<p><b>Information materials and branded items promoting the campaign developed, printed and distributed within the campaign partners network / campaign disseminators</b> The campaign is supported by the GBV sub-working group and there will be partnerships established with Local Public Authorities (through the Ministry of Labor and Social Protection), with local libraries and with the over 50 NGOs under the National Coalition “Life without violence”. All these organizations are carrying out their own local activities and they are available to disseminate the campaign information. We recommend developing the following materials:</p> <ul style="list-style-type: none"> <li>- Leaflet with information about the available medical services for survivors in 3 languages (each leaflet containing information in RO, RU and UKR), 40,000 units - A5, 4+4, 150gr, 10 pages This leaflet will also be distributed to the family doctors.</li> <li>- Leaflet with information about legal and psychological support &amp; contacts (each leaflet containing information in RO, RU and UKR) – one leaflet per region (North, South, Centre, Chisinau), 10,000 units per region – 40,000 total - A5, 4+4, 150gr, 10 pages</li> <li>- Posters with the campaign message and CTA to access the services for survivors to be distributed to the LPAs for displaying in communities and to the centers for refugees – 5,000 units (in RO/RU/UKR) - A2, 4+4, 150gr</li> <li>- Stickers with the campaign messages (RO/RU/UKR) - A5, 4+0</li> <li>- Five Campaign roll-up banners – 120x200</li> </ul> <p><i>Timeline: September – December 2022</i></p>	Deliverables	Print materials: <ul style="list-style-type: none"> <li>- 40,000 leaflets (medical)</li> <li>- 40,000 leaflets (legal&amp;psy)</li> <li>- 5000 posters</li> <li>- Five campaign Banners</li> </ul>
9	<p><b>Umbrella digital campaign, running during the whole campaign (including content development, posting and ad campaigns)</b> 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> </ul>	Deliverables	<ul style="list-style-type: none"> <li>- <b>35 social media posts created</b> (texts &amp; multimedia content) for social media in (RO/RU/UKR/ENG) based on the multimedia content created within the campaign</li> <li>- <b>20 informative social media posts</b> (text &amp; visual) with original media content (17 visual cards and 3 infographics developed)</li> <li>- <b>20 social media posts</b> (texts &amp; visuals/cards) created specifically to be posted in refugee groups</li> </ul>

	<ul style="list-style-type: none"> <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 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 5 months (in phases).  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"> <li>- digital social media “events” mirroring and promoting the offline events within the campaign</li> <li>- Facebook/Instagram Ads campaigns (5 outreach events, the Forum, the Art Contest)</li> <li>- Google Ads campaigns (winning artworks)</li> </ul> <p><i>Timeline: September 2022 - February 2023</i></p>		<ul style="list-style-type: none"> <li>- <b>7 digital social media “events”</b></li> <li>- <b>7 Facebook/ Instagram Ads campaigns</b></li> <li>- <b>1 Google Ads campaign</b></li> </ul>
10	<p><b>Documentary Film Production “<i>Untold Stories: Break the Silence</i>” about the refugee and host communities, challenges, opportunities and social cohesion</b></p> <p>Pre-production, production, post-production  <i>September 2022 - March 2023</i></p>	Deliverable	<b>Documentary film up to 50 minutes</b>
11	<p><b>Co-facilitate with UNFPA the Annual Peace in the Streets Global Film Festival (PSGFF), a global program to connect the youth of the world</b></p> <ul style="list-style-type: none"> <li>- Mobilize interested youth and conduct a workshop: concept, agenda, logistics, supplies - up to 30 participants in two locations</li> <li>- Support up to 10 refugee and local youth in the development of 1-minute films, including the guidance in concept, scenario, production and post-production</li> </ul>	Deliverable	<b>At least 5 one-minute youth films submitted to the Festival</b>

If you are interested in submitting a proposal 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](mailto:tender.mda@unfpa.org)

Please submit your quotation in USD 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](#) prevailing at the time of competition deadline.

Your earliest response to this query would be highly appreciated, but not later than **21/09/2022, 16:30 (GMT +3, Moldova Local Time)**.

Please ensure to mark your email with the UNFPA/MD/RFP/01/2022 and the words Sealed bid. Do not open before **21/09/2022**.

**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
- Full acceptance of the PO/Contract General Terms and Conditions
- Bidder's portfolio with relevant experience

**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/01/2022")
  - f. Financial bid in a separate sealed envelope (Mandatory subject of email for the Financial Proposal: "Financial Proposal for UNFPA/MD/RFP/01/2022")
  - 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 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
<b>Expertise of the Firm/Organization</b>		
1.1	Qualifications: - 3 Years of Experience in Public Communication and campaign implementation(2 pts) - Full acceptance of the PO/Contract General Terms and Conditions (1 pts) - Ability to have a designated staff who will lead and coordinate the campaign activities, submission of Portfolio (2 pts)	5
1.2	Quality assurance procedures: - Company has provided and explained QA procedures in place in order to ensure smooth project delivery (3 pts.) - High ethical standards in working with diverse and vulnerable groups of populations and coverage of the sensitive issues (2 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: - Having proven experience in conducting similar works/projects relevant to the scope and size of the current project and in implementing behavior change campaigns (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.) - Experience working with the diverse and/or vulnerable groups of populations and covering sensitive issues (up to 5 pts.) - Working experience with UN Agencies and/or other international organizations will be an asset (Yes/No 5 pts.) - Experience covering the social issues, specifically gender equality, gender-based violence, youth issues, intergenerational dialogue; (up to 5 pts.)	30
1.4	Sustainable Criteria / Gender equality and diversity commitments (up to 5 pts.) - Diversity within the team - Demonstrated experience in applying the Human Rights Based Approach and Gender Mainstreaming in the area (if relevant)	5
<b>Total Form 1</b>		<b>50</b>
Technical Proposal Evaluation Form 2		Points Obtainable
<b>Proposed Methodology, Approach and Implementation Plan</b>		
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?	10
<b>Total Form 2</b>		<b>20</b>

### 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**

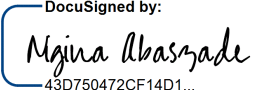
UNFPA shall award the contract to the bidder who obtains the highest combined score of the technical and price evaluation.

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**

Prepared by:   
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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/01/2022

### 1. Organization

Company/Institution Name	
Address, City, Country	
Telephone/FAX	
Website	
Date of establishment	
<b>Legal Representative:</b> Name/Surname/Position	
<b>Legal structure:</b> natural person/Co.Ltd, NGO/institution/other (please specify)	
<b>Organizational Type:</b> 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	Deliverables	Rate USD per unit price	Hours/days to be Committed	Total USD
<b>1. Steps</b>				
1. Establishing partnerships, securing a separate page for the Campaign on the existing platforms for the refugees and target audiences of the campaign	1 section / landing page on in Eng, Ro and RU on the website of the Ministry of Labor and Social Protection & select partners.			
Development of content for the landing pages using the key messages of the campaign and content management of the page for three months	1 section / landing page in UKR and RU on dopomoga.gov.md.  Content management for three months			
2. Outreach cultural events in partnership with local authorities and local NGOs	5 events organized in five biggest cities of Moldova (see details under p2)			
3. Press events promoting the activities of the campaign - Outcome: At least 15 original materials during October-November (interviews, TV shows participations, articles) and 20 materials published by the media based on the press releases distributed within the campaign.  5 video reportages up to 3 min. with the main quotes from the event produced after the event.	Press package is developed  Press package promoted and shared with the media	price per press event		
4. Public relations for the Safe Spaces	Two press tours for the journalists organized to cover the launch of the key events in Chisinau and one of the regional locations  Safe Spaces are regularly visible in traditional and social media:			

	<p>One video / week  At least one human interest story / quotes a week  Social media package / week shared in advance to post on all IP channels  Coverage of all Safe Space events and launches: media advisories, press release, photo/video, interviews</p>			
<p>5a. Development of the information on the backside of the bills and distribution of the designed bills countrywide in partnership with municipal agency “Apa-Canal”: at least 1 million people reached</p>	<p>Partnership with “Apa-Canal” established</p> <p>Campaign information placed on the back of the bill</p> <p>Facilitate the distribution of the bill to reach at least 1 million people</p>			
<p>5b. TV and radio Spots development and placement on prime TV and radio channels</p>	<p>Partnership with the TVs and radio established.  Pre-production, production and post-production of the TV &amp; radio spots in 3 languages (RO/RU/UKR), covering the 4 subject lines.</p>	<p>Price per unit for a) video, b) radio spot, c) placement on air.</p>		
<p>5c. Advertising in interurban buses and minibuses in all regions of the country  The banners in RO, RU and UKR will be displayed in the interurban buses and minibuses on the back of the bus chairs.</p>	<p>Content and design of the banners in 3 languages  Signing contracts with suppliers who will print and display the banners in 10 buses in each of 10 districts.</p>			
<p>5d. SMS informative campaigns for the refugees</p>	<p>Partnership established with national telecommunication providers (Moldcell, Orange, Unite)</p> <p>4 SMS texts in Russian and Ukrainian sent during the activity period</p>			
<p>5e. Establish partnership with local artists and organize GBV-themed Art Urban Installation in five cities – Find Your Safe Space  Media engagement around the event: news/press release/human story/text reportage, promoting the Art Installations</p> <p>At least 20 materials published by media based on the press releases and media engagement</p>	<p>Art Installations organized in five cities;</p> <p>Press packages developed and media engagement around the event (price per package/press event)</p>			

<p>5f. Organize a Flashmob in three cities (TBC) with participation of 100 people/each Media engagement around the event: news/press release/human story/text reportage</p> <p>At least 20 materials published by media based on the press releases and media engagement</p>	<p>Three flashmobs organized</p> <p>Press package developed/ media engagement (price per package/press event)</p>			
<p>6. 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 forms of violence and inform on the existing services, while putting the GBV topic on public agenda: - media project “ABCs of violence” &amp; “ABCs of services”; - four video explainers featuring experts promoted on media platforms; - PR media project &amp; photo reportage “One day with the Safe Space team”; - at least five podcasts editions.</p>	<p>At least five media partnerships established (provide details)</p>			
<p>7. Partnership with the influencers Interviews, social experiments, other video content to reach the target groups and inform them about the available support for them</p>	<p>Secure partnership with a group of influencers and champions who are ready to speak up about GBV - at least sixteen champions identified</p> <p>Develop and produce 16 videos featuring the influencers (30 seconds; 60 seconds).</p>			
<p>8. Information materials and branded items promoting the campaign developed, printed and distributed within the campaign partners network / campaign disseminators</p>	<p>See specs under p.8 above, price per unit each:</p> <p>40,000 leaflets (medical) 40,000 leaflets (legal&amp;psy) 5000 posters Five campaign roll-up Banners</p>			
<p>9. Umbrella digital campaign, running during the whole campaign (including content development, posting and ad campaigns)</p>	<p>35 social media posts created (texts &amp; multimedia content) for social media in (RO/RU/UKR/ENG) based on the multimedia content created within the campaign 20 informative social media posts (text &amp; visual) with original media content (17</p>			



	visual cards and 3 infographics developed) 20 social media posts (texts & visuals/cards) created specifically to be posted in refugee groups 7 digital social media “events” 7 Facebook/ Instagram Ads campaigns 1 Google Ads campaign				
10. Documentary Film Production “Untold Stories: Break the Silence” about the refugee and host communities, challenges, opportunities and social cohesion Pre-production, production, post-production	Documentary film up to 50 minutes				
11. Co-facilitate with UNFPA the Annual Peace in the Streets Global Film Festival (PSGFF), a global program to connect the youth of the world	At least 5 one-minute youth films submitted to the Festival				
<b>TOTAL PROFESSIONAL FEES</b>					
<b>2. Estimated out-of-pocket expenses</b>					
<b>TOTAL OUT-OF-POCKET EXPENSES</b>					
<b>TOTAL FEES (Professional + out-of-pocket expenses)</b>					

*Vendor’s Comments:*

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**Name and title**

\_\_\_\_\_  
**Date and Place**