

Moldova Country Office

131, 31 August 1989 str., Chisinau, MD 2012, Moldova E-mail: tender.mda@unfpa.org

Website: http://moldova.unfpa.org

Date: 29 July 2020

# REQUEST FOR QUOTATION RFQ N° UNFPA/MDA/RFQ/2020/008 - Development of edutainment learning materials

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: "Development of edutainment learning materials on Sexual and Reproductive Health and Rights for young people aged from 15 to 19 years" as per the Terms of Reference (ToR) presented below.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have the legal capacity to deliver/perform in the Republic of Moldova, or through an authorized representative.

#### I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to <u>UNFPA about us</u>

## **Service Requirements/Terms of Reference (ToR)**

Title	Development of edutainment learning materials on Sexual and Reproductive				
	Health and Rights for young people aged from 15 to 19 years.				
Duty Station	Republic of Moldova				
Duration	August – December, 2020				
UNFPA Strategic	Outcome 2: Every adolescent and youth, in particular adolescent girls, is empowered				
Plan Outcome	to have access to sexual and reproductive health and reproductive rights, in all contexts.				
UNDAF Outcome	Outcome 4: The people of Moldova, in particular, the most vulnerable, demand, and benefit from gender-sensitive and human rights-based, inclusive, effective, and equitable education, health, and social policies and services.				
UNFPA Country	Output 3: Increased national capacity for addressing sexual and reproductive health				
Programme Output	and reproductive rights of all young people in national policies, educational and				
	health programmes that promote human rights and gender equality.				
UNFPA and	Objective: Strengthen the role of the education system in the harmonious				
MoECR	development of adolescents and young people of the Republic of Moldova, prevent				
Memorandum of	risky behaviors, develop life skills and promote a healthy lifestyle by ensuring				
Collaboration for	universal access to information and education according to international and EU				
2020 - 2022	standards.				
Beneficiary	United Nations Population Fund (UNFPA), Ministry of Education, Culture and				
institution	Research/MoECR (including Youth Centers, VET schools, General education				
	schools) other structures working with young people.				
Funding	United Nations Population Fund, Ministry of Education, Culture and Research, and				
	the Austrian Development Agency.				



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#### 1. BACKGROUND

In Moldova, 1 in 6 people is a young person aged 10 to 24 years (16.82% out of total population), and 1 in 11 people is an adolescent aged 10 to 19 years (10.99% out of total population)<sup>1</sup>.

Education about sexual and reproductive health and rights which contributes to healthy behaviors is indispensable preconditions to achieve the development of the potential of a person at all stages of life. Boys and girls equipped with life skills and adopting healthy and safe behaviors have more chances to excel, to make a career, and reach a higher level of material welfare. Young people can develop these skills through comprehensive sexuality education in formal and non-formal settings (in and out of schools).

In Moldova, young people learn about their sexual and reproductive health and rights, gender-based violence prevention, and other age-appropriate health information during the optional course "Health education". The course aims to prepare boys and girls to make decisions and take positive actions to change behaviors and environments to promote health and safety and to prevent disease. However, only 10% of young people are studying this course annually. Elements of health education, including reproductive health, are taught during mandatory courses "Biology" and "Personal development", which still remains limited. This caused serious misconceptions about gender equity and sexuality and led to risky health behaviors among young people. The undermining of the right of adolescents and youth to access the age-appropriate, rights-based information on sexual and reproductive health and rights resulted in high teenage pregnancy and abortions among youth, high incidence of STIs, including HIV. The need to diversify channels of education about Sexual and Reproductive Health and Rights among young people and reach those left behind is a necessity.

Applying innovative learning tools in formal and non-formal education, to equip young people with knowledge and complement limited school-based education is one of the main objectives of the UNFPA CO in Moldova. Over the last years, the UNFPA supported the Ministry of Education, Culture and Research in aligning the general education curricula on health-based education to the WHO & BzGA international standards and increase the quality of its provision. The availability of online/digitalized learning materials will increase the access of young people to age-appropriate information during the crisis, lockdown which leads often to distance learning.

## 2. THE PURPOSE

UNFPA Moldova CO is looking to contract a company for the development, design, layout, and printing of edutainment learning materials on Sexual and Reproductive Health and Rights for young people aged from 15 to 19 years. Materials will include a board game and a quiz developed in offline and online formats.

# 3. OBJECTIVE OF THE ASSIGNMENT:

Develop innovative learning tools for young people about sexual and reproductive health and rights that can be applied in schools, out of schools' settings, Youth Centers, interest clubs including during distance learning. The learning materials will include a board game and a quiz developed in offline and online formats. The aim of the educational materials is to increase knowledge of young people about sexual and reproductive health and rights and gender based violence prevention to support them in adopting healthy and safe behaviours.

## 4. TARGET AUDIENCES:

Young people aged from 15 to 19 years from Republic of Moldova enrolled in formal education (general education and Vocational Education and Training) and those who are reached through non-formal educational programmes.

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http://statbank.statistica.md



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## 5. ACTIVITIES

In order to accomplish the above-mentioned objectives, the company will have to perform the bellow mentioned activities. The activities will be conducted in close coordination with UNFPA Moldova Country Office.

- 1. Develop the content, description, rules and other relevant information of the board game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages;
- 2. Design, layout and print the game props and packing of the board game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages;
- **3.** Develop a branded quiz game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages available in online and offline formats.

# Activity 1. Develop the content, description, rules and other relevant information of the board game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages.

The **board game** shall compliment school based education on sexual and reproductive health and rights for young people aged from 15 to 19 years old. It will include quality and age appropriate information about SRHR and gender based violence prevention in accordance to the European (WHO & BZgA) standards on Comprehensive Sexuality Education. UNFPA will provide the company information in Romanian which is available in the format of 350 quiz questions with 4 options of answer for each question – one answer is correct. This information is developed at the UNFPA initiative with meaningful participation of young people and national and international experts.

The board game will be developed in Romanian and in Russian languages. Company will be responsible for proofreading of the available information in Romanian and translation and proofreading of the information in Russian. The concept and theme of the game will be developed according to the purpose of the project and will be according to the age of the target group.

The Company will be responsible for developing the general game description including roles and of the game props, game's rules and scenarios. All documents should be in Romanian and Russian.

The **board game** will be used as learning tool:

- in schools when providing lessons which include information about sexual and reproductive health and rights and gender based violence prevention, such as "Health Education", "Personal Development", "Decisions for a Healthy Lifestyle", "Biology". Lessons in general education last 45 minutes and in Vocational Education and Training 90 minutes (45'+45');
- out of school settings, by organizations working with and for young people such as Youth Centers,
   Youth Klinics, others.

The company is expected to work closely with UNFPA.

# Activity 2. Design, layout and print the game props and packing of the board game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages

The company will provide at least two options of design and layout for the board game, including props and packaging. The design and game props should be user friendly, dynamic and attractive for young people. The game props and packaging recommended should be made from nontoxic plastic, durable, eco-friendly / recyclable materials, it should be in a box. The company will print 200 copies in Romanian and 75 in Russian.



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# Activity 3. Develop a branded quiz game for young people on Sexual and Reproductive Health and Rights in Romanian and Russian languages

The company should develop a **quiz** for young people on sexual and reproductive health and rights. The quiz questions will be provided by UNFPA in Romanian (same 350 questions with 4 answers each that will be used for the board game). The quiz should be developed in Romanian and Russian languages, include description and rules, be available in offline and online formats. It shall be interactive, containing images, colors, sounds, etc.

The offline quiz should be in one of the formats that can be easily used by teachers/facilitators (pdf, ppt, etc.) The company will present it to UNFPA in an electronic version and on a branded USB included in a branded box. The company will deliver to UNFPA 300 USBs containing both Russian and Romanian versions.

The **online quiz** shall be developed in a format to be easily uploaded in different websites.

The product concept should be tested by the company and approved by UNFPA before finalizing. The testing methodology should be described in the Technical proposal and all connected expenses for testing included in the budget.

The **quiz game** will be used as learning tool:

- in schools when providing lessons which include information about sexual and reproductive health and rights and GBV prevention, such as "Health Education", "Personal Development", "Decisions for a Healthy Lifestyle", "Biology". Lessons in general education last 45 minutes and in Vocational Education and Training 90 minutes (45°+45°);
- out of school settings, by organizations working with and for young people such as Youth Centers, Youth Klinics, Y-PEER, others.

The company is expected to work closely with UNFPA.

## 6. METHODOLOGY

UNFPA Country Office will identify a competent company based on the scores attributed to:

- 1) The profile of the company, presented in line with the requirements specified in the ToR;
- 2) The capacity of the organization to provide complex services to develop of the interactive games (concept and design) with a focus on adolescents and youth;
- 3) The portfolio of other similar experience and relevant products;
- 4) The technical and financial offer is in line with the requirements specified in the RfQ;

## 7. DELIVERABLES AND TIMEFRAME

**The ownership** of the deliverables under this RfQ will remain with UNFPA Moldova Country Office. UNFPA reserves all property rights.

Item	Description of Services	Technical specifications	Timeframe
	Develop the content,	• the board game should include preferably all 350 questions	
	description, rules	provided by UNFPA;	
	and other relevant	• the board game should be developed in Romanian and Russian	
1.	information of the	languages;	By 30
1.	board game for	• the board game should be applicable for 45' lesson and 90' lessons	October 2020
	young people on	(in case of general education and VET schools and out of school	
	Sexual and	settings);	
	Reproductive	• the board game should provide options for playing simultaneously	



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	1		
	Health and Rights	in more groups so all 25-30 students during a lesson can be	
	in Romanian and	engaged;	
	Russian languages	• the board game will include game props, game's rules and	
		scenarios. Company will develop a tutorial for teachers/educators	
		on how to apply it;	
		• the product concept should be tested by the company among young	
		people and approved by UNFPA before printing;	
		• the company will provide to UNFPA the final version of the game	
		in electronic format that can be printed when needed (both Russian	
		and Romanian).	
	Design, layout and	<ul> <li>the company should provide at least two options of design and layout</li> </ul>	
	print the game	for the board game, including props and packaging;	
	props and packing	• the company will be responsible for identifying the images that will	
	of the board game	be used;	
	for young people on	• the game props and packaging recommended should be made from	
	Sexual and	nontoxic plastic, durable, eco-friendly/ recyclable materials, it should	By 10
2.	reproductive Health	be in a box;	December
₩.	and Rights in	• the design and game props should be user friendly, dynamic and	2020
	Romanian and	attractive for young people;	2020
	Russian languages.	• visual design of the product will be developed in consultation with	
		UNFPA and considering appropriate disclaimers, etc. The company	
		will be responsible for identifying images that will be used;	
		• company will be responsible for printing the game and delivering to	
		UNFPA 200 units in Romanian and 75 units in Russian.	
	Develop branded	• the quiz game should include preferably all 350 questions provided	
	quiz game for young	by UNFPA, same questions that are used for the board game;	
	people on Sexual	• The quiz should be developed in Romanian and Russian languages;	
	and Reproductive	• the quiz game should have the same branding, visual design as the	
	Health and Rights	board game. The company will be responsible for identifying images	
	in Romanian and	that will be used;	
	Russian languages.	• the design and quiz game should be user friendly, dynamic and	
	Russian languages.	attractive for young people, containing colors and sounds, company	
		will develop a tutorial for teachers/educators on how to apply it;	
		• the quiz game should be applicable during lessons in school and	
		should be in one of the formats that can be easily used by teachers	
		(pdf, ppt, etc.);	
2		• the quiz game should provide options for playing simultaneously in	By 10
3.		more groups so all 25-30 students during a lesson can be engaged;	October 2020
		• it should be available offline and online (shall be developed in a	
		format to be easily uploaded in different websites);	
		• the product concept should be tested by company among young	
		people and approved by UNFPA before finalizing;	
		• the company will be responsible for presenting the quiz game on a	
		branded USB included in a branded box. The company will deliver	
		to the UNFPA 300 USBs containing the quiz in Romanian and	
		Russian;	
		• besides the quiz uploaded on an USB, the company will deliver to	
		UNFPA the final version of the offline quiz in electronic format in	
		Romanian and Russian;	
		• the online game will be delivered to UNFPA by the company in a	
		format that can be easily uploaded on a website.	



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#### 8. MANAGEMENT ARRANGEMENTS

The Contracted Company's Team has to designate a Team Leader and team members/focal points. The Team Leader will be accountable for timely delivery of qualitative results to accomplish the objectives of the present Terms of Reference. The Team Leader is expected to be in regular communication with UNFPA Moldova, coordinating all issues and should have expertise in delivering complex services in communication / media area and development of the elements of visual identity.

The team should cover, at least, the following areas of expertise:

- Institutional development (human resources, advocacy, good governance, management of resources. Networking, administrative/logistic work etc.).
- Media: writing skills, multimedia production skills (design, photography, video editing), social media engagement skills.
- Logistics: experience in event management, organization of high-level public events with a big audience and community mobilization events.

## 9. TIMING (Duration of work)

The assignment shall be conducted in the following period: from the date of Contract enters into force until **15 December 2020**. The deliverables are expected to be submitted in accordance with the provisions of point 7 "Deliverables and Timeframe" of the present Terms of Reference.

## 10. PAYMENT CONDITIONS:

Contracted Company will be paid per deliverables as a lump sum for the provision of services and payment will be made in three installments as follows:

- 1st installment upon submission and approval by the UNFPA of deliverables # 1
- 2<sup>nd</sup> installment upon submission and approval by the UNFPA of deliverables # 2
- 3<sup>rd</sup> last installment upon submission and approval by the UNFPA of deliverables # 3.

#### II. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	Roman Odesschii, Project Administrative and Finance Associate / Procurement Focal Point
Email address of contact person:	odesschii@unfpa.org

The deadline for submission of questions is Tuesday, 4 August 2020, 23:59 (Moldova local time). Questions will be answered in writing and shared will parties as soon as possible after this deadline.

## III. Content of quotations

Quotations should be submitted in a single email whenever possible, depending on file size. Quotations must contain:

- a) **Technical proposal**, in response to the requirements outlined in the service requirements / TORs. Technical proposal shall include:
  - ✓ Technical approach and methodology to meet the objectives / deliverables as per the ToR;
  - ✓ Work plan / time scales given in the proposal and its adequacy to meet the objectives / deliverables as per the ToR.
  - ✓ Copy of organization's registration certificate.
  - ✓ Organization's profile including experience in similar assignments.



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- ✓ Statement of Satisfactory Performance or Letters of Recommendations from minimum 2 (two) clients or business partners obtained in the last three years.
- ✓ Resumes (CVs) of the Key Personnel comprising information requested as per the evaluation criteria.
- b) **Price quotation in USD (exclusive of VAT)**, to be submitted strictly in accordance with the Price Quotation Form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

### IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated below no later than: **Friday, 14 August 2020, 23:59** (Moldova local time)<sup>2</sup>.

Name of contact person at UNFPA:	Irina Dragutanu, Bid Receiver
Email address of contact person:	tender.mda@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N**° **UNFPA/MDA/RFQ/2020/008 Development of edutainment learning materials.** Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total email size may not exceed **20 MB** (including email body, encoded attachments and headers). Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

#### V. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations.

### **Technical Evaluation**

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
<b>Technical approach</b> , methodology and level of understanding of the objectives of the ToR	100		30%	
Work plan/time scales given in the proposal and its adequacy to meet the objectives of the ToR	100		10%	

<sup>&</sup>lt;sup>2</sup> http://www.timeanddate.com/worldclock/city.html?n=69

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Professional experience of the staff			
that will be employed to the project			
proving demonstrated expertise in			
required areas and related processes			
(CVs, etc.):			
<ul> <li>Proposed team structure and roles</li> </ul>			
are well defined and meet the			
requirements of the ToR and has the			
necessary capacity to achieve the	100	20%	
results of the proposed assignment			
(30 pts);			
• At least 3 years of proficiency in			
developing interactive games			
(concept and design) (55 pts);			
<ul> <li>Experience in developing</li> </ul>			
edutainment materials for young			
people specific (15 pts).			
General profile of the company:			
• General organization's expertise in			
areas of developing interactive			
offline and online learning games			
(50 pts);	100	10%	
• Minimum 3 years of professional			
track records in areas of developing			
interactive offline and online			
learning games (50 pts);			
Specific experience and expertise			
relevant to the assignment:			
<ul> <li>Proved capacity to develop</li> </ul>			
interactive offline and online			
learning games (40 pts);	100	30%	
• Previous proven experience of	100	30%	
developing at least 4 board games			
and quizzes. Experience on charged			
topics and on youth issues will be			
considered an advantage. (60 pts).			
Grand Total All Criteria	500	100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69



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Does not meet the requirements or no information provided to assess	0
compliance with the requirements	U

#### Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

Financial score = 
$$\frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

#### Total score

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

#### VI. Award Criteria

UNFPA shall award a Professional Service Contract on a fixed-cost basis to the Bidder that obtain the highest total score.

#### VII. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

#### VIII. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

### IX. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's policy regarding fraud and corruption is available here: <u>Fraud Policy</u>. Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representative's agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at <u>UNFPA Investigation Hotline</u>.



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#### X. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: Zero Tolerance Policy.

## XI. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit, Ms. Nigina Abaszada, UNFPA Resident Representative at <a href="mailto:abaszade@unfpa.org">abaszade@unfpa.org</a> Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at <a href="mailto:procurement@unfpa.org">procurement@unfpa.org</a>.

#### XII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

Thank you and we look forward to receiving your quotation.

NAME, FUNCTIONAL TITLE:

Nigina Abaszada, UNFPA Representative

	Docusigned by.		
	Mgina Abaszada		28-Jul-2020
Signature:	6F137FC292C84FD	DATE:	
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# PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation No:	UNFPA/MDA/RFQ/2020/008
<b>Currency of quotation:</b>	USD
Delivery charges based on the following 2010 Incoterm:	Choose an item.
Validity of quotation: (The quotation must be valid for a period of at least 3 months after the submission deadline	

• Quoted rates must be **exclusive of VAT and all taxes**, since UNFPA is exempt from taxes.

Example Price Schedule below:

Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, USD	Total, USD
Deliverable 1: Develop the content, description	n, rules and othe	r relevant in	formation of t	the board
game for young people on Sexual and Reprod languages.	uctive Health an	nd Right in F	Romanian and	l Russian
(please specify)				
(please specify)				
(please specify)				
		Sub-To	otal Expenses	\$\$
Deliverable 2: Design, layout and print the gam people on Sexual and reproductive Health and I		0	•	
(please specify)				
(please specify)				
(please specify)				
		Sub-To	otal Expenses	\$\$
Deliverable 3: Develop branded quiz game for yand Rights in Romanian and Russian languages		Sexual and R	eproductive H	<b>Health</b>
(please specify)	-	·	·	
(please specify)				
		Sub-To	otal Expenses	\$\$
		Total C	ontract Price	\$\$

Vendor's Comments:		

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/MDA/RFQ/2020/008 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further,



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the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

		Click here to enter a date.	
	Name and title	Date and place	



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## ANNEX I: General Conditions of Contracts: De Minimis Contracts

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: <u>English</u>, <u>Spanish</u> and <u>French</u>