REQUEST FOR QUOTATION
RFQ Nº UNFPA/MDA/RFQ/2021/004

Develop a video & audio spot for increasing the visibility of the Youth Centers network

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: Develop a video & audio spot for increasing the visibility of the Youth Centers network and promote them as attractive spaces for the development of young people, where they can equally learn and have fun 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 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 child birth 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: UNFPA about us

II.   Service Requirements/Terms of Reference (ToR)

| UNFPA Strategic Plan 2018 – 2021 Outcome 2 | Every adolescent and youth, in particular adolescent girls, is empowered to have access to sexual and reproductive health and reproductive rights, in all contexts. |
| UNDAF 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 Programme Output | Increased national capacity for addressing sexual and reproductive health and reproductive rights of all young people in national policies, educational and health programs that promote human rights and gender equality. |
| National Strategy for Development of Youth Sector 2020 | Strategic vision: Youth sector is reinforced and recognized as an important field in the development and prosperity of the Republic of Moldova, by which the capitalization of maximum potential of all young people and the improvement of their life quality is assured. General Objective 1: To increase the level of involvement of young people in the consolidation process of participatory democracy. |
General Objective 2: To contribute to the formation of knowledge, abilities, skills, attitudes and behaviors necessary for the successful integration of young people in society, including those with limited opportunities.

<table>
<thead>
<tr>
<th>Beneficiary institution:</th>
<th>Joint Fund for the development of Youth Centers and strengthening participation and civic engagement among young people in the Republic of Moldova, project implemented by UNFPA Moldova</th>
</tr>
</thead>
</table>

1. BACKGROUND

Providers of youth services have an important role in the education field. The formal educational system is not yet fully capable to address the needs of young people, specifically on career planning, empowering young people with capacities for more competitive integration in the labor market, promotion of new information technologies and communications, developing opportunities for spending free time and recreation, prevention of violence and promotion of healthy lifestyle.

At the same time, there is a need for development of institutional mechanisms and instruments with the aim to increase the level of youth participation at the community life and decision making process. More than ever, young people, particularly those left behind shall be actively involved in the decision-making process at all levels. This is imperative in the context of achievement the Sustainable Development Goals.

Quality services for young people at local level, as well as diversification of participation opportunities and involvement of young people at community level plays an essential role in the development and achievement of young people. At the same time, the existing youth infrastructure, such as the Youth Centers, serve as a key community actor, which, in partnership with the school, local public authorities (LPAs), non-governmental organizations (NGOs) and other local partners, supports young people apply their knowledge in practice and develop their participation skills in community life. In order to support young people to develop and become citizens involved in their community, there is a need for close collaboration between the key local actors.

The Ministry of Education, Culture and Research (MoECR) launched in 2017 the National Development Program of Youth Centers, in order to develop youth services locally. The United Nations Population Fund (UNFPA) has become the core partner of the MoECR under this Program, with the role of developing the human resources of the Youth Centers and strengthening the services offered to young people, including the most vulnerable. In 2018 the Swiss Cooperation Office in Moldova (SCO-M) joined these efforts through the project "Strengthening civic participation and involvement among young people in Moldova". The three partners created the "Joint Fund on the development of Youth Centers and strengthening the civic participation and involvement of young people in the Republic of Moldova" for the period 2017–2022 (hereinafter the Joint Fund).

The activities of the Joint Fund are carried out in partnership with the Council of Europe, Terre des hommes Moldova, the National Council of Young People of Moldova, the National Network of Local Councils of Young People of Moldova, the Local Specialized Education Authorities, the National Network of Friendly Health Centers Youth "Youth Klinic" and other key national and local actors.

The purpose of the Joint Fund is to strengthen participation and civic involvement of young people through Youth centers that will provide development opportunities personal, participation, information and socializing for young people and want contribute to the creation of synergies and partnerships between Centers of youth, schools and other key local actors.
Duration: December 2017 - December 2022.
Implementing agency is UNFPA Moldova.
Final beneficiaries: young people of age 14-35 years old, including the most vulnerable.
Direct beneficiaries: Youth Centers part of the Program National Development of Youth Centers 2022; Local Public Authorities.
Coverage: entire territory of Republic of Moldova.
Impact: The Republic of Moldova has a network functional of Youth Centers with safe and friendly spaces for young people, offering opportunities for personal development, participation, information, leisure and socializing. Young people from the Republic of Moldova participates and engages civically at local and national level, contributing thus in development communities and the whole country.

2. PURPOSE
UNFPA Moldova CO is looking to contract a Public Relations / Media / Video Agency to develop a video & audio spot for increasing the visibility of the Youth Centers network and promote them as attractive spaces for the development of young people, where they can equally learn and have fun. This video spot is also expected to consolidate and promote the brand of Youth Centres.

3. OBJECTIVE OF THE ASSIGNMENT: Ensure visibility of Youth Centers through development of a video/audio spot targeting young people;

4. ACTIVITIES
In order to accomplish the above-mentioned objective, the company will have to perform the bellow mentioned activities. The activities will be conducted in close coordination with UNFPA Moldova and the Ministry of Education, Culture and Research:

A. Develop and propose two different concepts for the video spot;
B. Develop the promo video spot of the Youth Centres for TV broadcast; adapt audio version of the developed video spot for the radio broadcast.

A. Develop and propose two concepts for the video spot

The company should develop and propose two concepts for the video spot and ensure one consultation meeting with young people from Youth Centres in order to consult the concepts and receive the feedback of young people. Based on the feedback, the company will finalize the script and produce the most relevant and attractive video spot of the Youth Centres Network. The bidder should include in the quotes the related financial expenses.

B. Develop the promo video spot of the Youth Centres

In order to ensure visibility of YCs activity, the Agency will produce a 30 sec video, with Romanian voiceover, Russian voice over and English subtitles. The video spot is expected to include filming of real characters/actors.
- The videos will be produced for TVs & social media use;
- The work is expected to start asap, no later than 20 May 2021.
- Post-production: voice over, background music, subtitles (Ro, Ru & Eng), with headlines texts / key-points /text on the video image, pack shots carton with final disclaimer that includes: slogan and logo of partners.
5. DELIVERABLES

<table>
<thead>
<tr>
<th>Item</th>
<th>Description of Services</th>
<th>Technical specifications</th>
<th>Timeframe</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Develop and propose two different concepts for the video spot;</td>
<td>Based on the consultation meeting with young people</td>
<td>By 25 of May 2021</td>
</tr>
<tr>
<td>2.</td>
<td>Develop the promo video spot of the Youth Centres;</td>
<td>Image resolution: HD 1920x1080; Format for social media channels: Facebook and Instagram with added subtitles in Ro &amp; Ru, and for Twitter – English subtitles; Filming technique, i.e. filmed on shoulder, stand, flycam, drone; Plans used in the filming (desirable): general plan, detailed plan, panorama, close-up plan; static and moving plan;</td>
<td>By 20 June 2021</td>
</tr>
<tr>
<td>3.</td>
<td>Adapt audio version of the developed video spot for the radio broadcast.</td>
<td>Suitable for radio broadcast: mp3 format.</td>
<td>By 20 June 2021</td>
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The bidder will be responsible for communication with YC, in coordination with UNFPA CO. The Agency is expected to work closely with UNFPA and the Ministry of Education, Culture and Research for the briefing and clarification issues. The Contractor will use the visual identity elements of the Youth Centres according to the technical specification further provided (see Brand book).

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 creative video production services with a focus on engaging adolescents and youth in this process;
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. 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.

8. QUALIFICATIONS OF THE COMPANY/ORGANIZATION

- Minimum 3-5 years of professional track records in areas of video/audio production;
- Experience with similar projects in Moldova context, UN/UNFPA development issue;
- Previous experience on youth issues will be an advantage.
- Technical capacity (and equipment) to produce qualitative video products: creative, professional, insightful and attentive to details team-members that can prove their track records in video production.

9. PROPERTY RIGHTS

The United Nations Population Fund (UNFPA) will have the joint ownership with Ministry of Education, Culture and Research (MoECR) of the outputs produced under this assignment and may use them for
purposes other than provided in this ToR with proper acknowledgement of the work of the company / organization and the contributions of organizations and individuals who participated in the process.

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

<table>
<thead>
<tr>
<th>Name of contact person at UNFPA:</th>
<th>Alexandru Rusu, Administrative Associate / Procurement Focal Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email address of contact person:</td>
<td><a href="mailto:rusu@unfpa.org">rusu@unfpa.org</a></td>
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</table>

The deadline for submission of questions is Monday, 12 April 2021, 16:30 (Moldova local time). Questions will be answered in writing and shared with parties as soon as possible after this deadline.

IV. 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 by outlining the capacity of the organization in areas of video/audio production.
   - 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.

V. Instructions for submission
Proposals should be prepared based on the guidelines set forth in Section IV 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: Tuesday, 20 April 2021, 16:30 (Moldova local time)\(^1\).

<table>
<thead>
<tr>
<th>Name of contact person at UNFPA:</th>
<th>Violeta Mihailova, Bid Receiver</th>
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<tbody>
<tr>
<td>Email address of contact person:</td>
<td><a href="mailto:tender.mda@unfpa.org">tender.mda@unfpa.org</a></td>
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Please note the following guidelines for electronic submissions:
- The following reference must be included in the email subject line: **RFQ Nº UNFPA/MDA/RFQ/2021/004 – Develop a video & audio spot for increasing the visibility of the Youth Centers network**. 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.

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VI. 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.

• 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.
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<tr>
<td>1. Technical approach, methodology and level of understanding of the objectives of the project as per the ToR</td>
<td>100</td>
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<td>30%</td>
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<td>2. Work plan/time scales given in the proposal and its adequacy to meet the project objectives of the ToR</td>
<td>100</td>
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<td>10%</td>
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<td>3. Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.):</td>
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<td>• Proposed team structure and roles are well defined and meet the requirements of the ToR and has the necessary capacity to achieve the results of the proposed assignment (30 pts);</td>
<td>100</td>
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<td>20%</td>
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<td>• Creative and professional copyrighter, photographer, videographer, and logistical support team, with expertise in covering social issues, including on youth and adolescents’ development, participation, etc. (30 pts);</td>
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<td>• Experience with similar projects in Moldova, promoting adolescents / youth and social related issues (25 pts);</td>
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<td>• Language Qualifications: proficiency in Romanian, Russian, English (15 pts).</td>
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<td>4. General profile of the company:</td>
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<td>• General organization’s expertise in areas of communication, marketing, public relations and advertising campaigns (50 pts);</td>
<td>100</td>
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<td>10%</td>
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<td>• Minimum 3-5 years of professional track records in areas of video/audio production (50 pts).</td>
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<td>5. Specific experience and expertise relevant to the assignment:</td>
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<td>• Availability of technical equipment (photo and video equipment) (20 pts);</td>
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<td>• Experience in producing multimedia materials (text, photo, video) and promote them among specific target groups (30 pts);</td>
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<td>• Previous proven experience of developing at least 3 video products, similar as per technical specifications to the required one. Experience on charged topics and on youth issues will be considered an advantage. (30 pts);</td>
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<td>• Working experience with public institutions at local level (20 pts).</td>
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<td><strong>Grand Total All Criteria</strong></td>
<td>500</td>
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<td>100%</td>
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</table>
The following scoring scale will be used to ensure objective evaluation:

<table>
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<tr>
<th>Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted</th>
<th>Points out of 100</th>
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<tbody>
<tr>
<td>Significantly exceeds the requirements</td>
<td>90 – 100</td>
</tr>
<tr>
<td>Exceeds the requirements</td>
<td>80 – 89</td>
</tr>
<tr>
<td>Meets the requirements</td>
<td>70 – 79</td>
</tr>
<tr>
<td>Partially meets the requirements</td>
<td>1 – 69</td>
</tr>
<tr>
<td>Does not meet the requirements or no information provided to assess compliance with the requirements</td>
<td>0</td>
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</table>

**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:

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

**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.

\[
\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}
\]

**VII. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract (CONTRACT FOR DE MINIMIS SERVICES) on a fixed-cost basis to the Bidder that obtain the highest total score.

**VIII. 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.

**IX. 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.

**X. 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: [Fraud Policy](#). 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, representatives 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 UNFPA Investigation Hotline.

XI. 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.

XII. 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 abaszade@unfpa.org. 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 procurement@unfpa.org.

XIII. 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

Signature

DATE: 06-Apr-2021
**PRICE QUOTATION FORM**

**Name of Bidder:**
**Date of the quotation:**
**Request for quotation Nº:**
RFQ Nº UNFPA/MDA/RFQ/2021/004 – Develop a video & audio spot for increasing the visibility of the Youth Centers network
**Currency of quotation:**
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.

**Note: Please add as many lines as required.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Unit of measure (ex. day, hour, person etc.)</th>
<th>Quantity</th>
<th>Unit rate, USD</th>
<th>Total, USD</th>
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<tbody>
<tr>
<td>Deliverable 1: Develop and propose two different concepts for the video spot.</td>
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</table>
(please specify) |
(please specify) |
(please specify) |
| | | | | **Sub-Total Expenses, USD** |
| Deliverable 2: Develop the promo video spot of the Youth Centres |
(please specify) |
(please specify) |
(please specify) |
| | | | | **Sub-Total Expenses, USD** |
| Deliverable 3: Adapt audio version of the developed video spot for the radio broadcast. |
(please specify) |
(please specify) |
(please specify) |
| | | | | **Sub-Total Expenses, USD** |
| **Total Contract Price, USD** |

**Vendor’s Comments:**

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ Nº UNFPA/MDA/RFQ/2021/004 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, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.
<table>
<thead>
<tr>
<th>Name and title</th>
<th>Date and place</th>
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<tr>
<td>Click here to enter a date.</td>
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</tbody>
</table>
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: English, Spanish and French.