

Date: January 5, 2024

REQUEST FOR QUOTATION RFQ № UNFPA/MDA/RFQ/2024/001

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

"Implementation of the OOH, digital and social media component of the Visibility and Communication Campaign for the 2024 Population and Housing Census".

UNFPA requires the provision of the following services: Implementation of the OOH, digital and social media component of the Visibility and Communication Campaign for the 2024 Population and Housing Census within the project "Support to the National Bureau of Statistics in the preparation of the Population and Housing Census", funded by the Delegation of the European Union to the Republic of Moldova and cofunded by UNFPA.

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: <u>UNFPA about us</u>

Terms of Reference (TOR)

The National Bureau of Statistics (NBS) of the Republic of Moldova, as the main authority responsible for the preparation, conduct of the Population and Housing Census and dissemination of its results, has the important mission to organize, once in every 10 years, the House and Population Census. In accordance with the <u>Law No. LP231/2022</u> as of <u>28.07.2022</u> approved by the Parliament of the Republic of Moldova, the next Population and Housing Census is scheduled to take place in 2024.

The Population and Housing Census is a national cornerstone statistical activity to collect comprehensive and accurate data that is fundamental to the national planning and development initiatives with a crucial role in informing government policies, facilitating evidence-based decision-making and promoting socio-economic development at the national and local level.

Since the declaration of independence of the Republic of Moldova, the National Bureau of Statistics conducted 3 censuses, one of the population in 2004 (which was part of the 2000 world round); one of the population and housing in 2014 and one agricultural in 2011, both have qualified for the 2010 world rounds.

An independent evaluation of the previous census showed systemic challenges in implementation of the methodology, which affected the overall data collection process.

Taking into account the evolution of IT in conducting censuses and for assuring a better quality of the census data, the data collection for PHC2024 plans to adopt innovative data collection tools: CAPI — Computer-Assisted Personal Interviews using mobile devices and the use of administrative data sources at various census stages.

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In the period of February 2023 – August 2025, UNFPA Moldova and the National Bureau of Statistics, are implementing the Project "Support to the National Bureau of Statistics in preparation of Population and Housing Census", financed by the European Union Delegation in the Republic of Moldova and co-financed by UNFPA.

Overall objective of the project is to improve the Institutional capacity of NBS in preparation and conducting of the 2024 census.

Along with the main objectives of the project, a key factor in the preparation and implementation of the 2024 census is the Visibility and Communication Campaign which was divided in several important components, according to the <u>communication strategy</u>.

The overall communication objective is to ensure the smooth running of visibility actions around the 2024 census, to **advocate** for and **generate support** among key stakeholders to educate the society towards a positive attitude regarding the census, to **raise awareness** through the general population to participate and provide reliable information about themselves, and to **ensure visibility** of the Project among national and local audiences.

Target audience: All country - 16+

The creative development process for the 2024 Census campaign—including paid advertising, web and social media content, promotional materials, and all other communications—has ensured that all creative pieces are strategically sound, derived from comprehensive research, and resonant among their intended audiences. The National Bureau of Statistics has involved a diverse group of creative and multicultural firms from the earliest stages of the campaign, and our team engages in continual collaboration with stakeholders.

Campaign activities will take place over 6 months (February 2024 – July 2024) with possible adjustments/deviations of these deadlines depending on the census date set by government decision in early January 2024. The campaign will include formulating an action plan, defining key messages, identifying target audiences, selecting channels and platforms, and engaging influencers and opinion leaders from all the country.

#	Description of goods / services: Generic technical specifications for goods / ToR for services	Quantity / Deliverables:
1.	Based on the census communication and promotion strategy, focus group discussions and desk review conducted by NBS & UNFPA Communication manager on Census, develop and implement a social-media campaign plan which will include: (placements of testimonials, infographics, video spots, banners etc.) The Plan must include the target audiences, preferred channels, key issues and	 Campaign action plan with target audiences, channels, key messages, activities, performance indicators (KPIs) Calendar matrix Social media plan for the period of the campaign The list of potential influencers at list 10 persons.



	messages, detailed activities, performance indicators & KPIs. The campaign plan must have a calendar matrix for the period of the campaign and include a) social media detailed plan and b) influencers engagement plan. Timeline: February 2024	
2.	Digital campaign to run pre and during census period (including content development, posting and Google Ads campaigns) a) Develop a detailed social media calendar and packages in RO/ ENG/RU in at least three phases: pre/during and post census. b) Dissemination of information through all social channels (FB, Instagram, TikTok, Telegram, Viber, media portals, podcasts, influencers, Spotify, etc.). c) Launching messages should be well timed and carried out simultaneously on all platforms. Timeline: February-July 2024	 Develop a detailed social media calendar in RO/ENG. Develop messages and adapt visuals to each of the platform RO/RU. Upload the resources and assets related to the campaign. Ensuring constant visibility throughout the census and adapting messages as necessary. Monitoring and reporting negative messages related to the campaign. Weekly and monthly activity report/update.
3.	Influencer engagement Plan - Identify and propose a group of influencers to speak and be Ambassadors for the Census and facilitate their involvement in the campaign (influencers will need to be cleared by UNFPA after due diligence, with no history of political affiliations and public scandals); Timeline: March-July 2024	 Influencer engagement plan with concrete activities and proposed budget/ ambassadors of the Census; Propose at least 10 influencers to be engaged during the campaign - Facilitate the engagement of Influencer throughout the campaign in line with the campaign and Influencers. Implement the Influencer engagement plan



4.	a) Produce and ensure the placements of billboards/banners in public spaces/public transports/ transport waiting stations in the whole country. (strategic approach to be coordinate) b) LCD banners in Chisinau. Timeline: April -July 2024	 Research and propose a plan of placements. Print and adapt banners/ billboards to each place/region from the country.
5.	Branding of trolleybuses in Chisinau and Balti and equipping them with visibility materials for at least 3 months. Timeline: March -July 2024	 Establishment of partnerships with municipalities (Mun. Balti and Mun. Chisinau) to facilitate the placement of advertising in trolleybuses. Branding up to 10 trolleybuses. Monitoring and reporting.
6.	Mobile advertising voce over/branded car; Timeline: April -July 2024	 Mobility 100 km per day (minimum 2 days per each district and localities hard to reach.
7.	Advertising on the Info BON invoice Timeline: April-July 2024	 Establishing a partnership with Info BON to place census advertising on the back of the invoice. The duration and number up to 3 months to all the clients.
8.	Final Activity Report Timeline: July 2024	 Write a narrative report based on all the activities developed under this assignment.

Qualification Criteria:

- At least 5 years of experience in PR and Communication services, Digital PR, Crisis, events, and implementation of media campaigns at local and national level.
- Full acceptance of the PO/Contract General Terms and Conditions
- Bidder's portfolio with relevant experience submitted.
- Proven experience in the portfolio of at least 3 visibility campaigns on social issues launched in the Republic of Moldova.

Failure to comply with the above-mentioned minimum requirements may constitute a reason for disqualification.

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Institutional arrangements:

- The Service Provider will work under the guidance of and in close cooperation with the UNFPA Project and with the UNFPA International and National Consultants for both substantive and administrative aspects of the assignment.
- Deliverables shall be approved by the UNFPA Project Manager.
- The Contractor shall follow the agreed time schedule and be accountable for the delivery of quality outputs to the Project Manager, who will approve contractor's deliverables.
- Before submission of final deliverables, the Service Provider will discuss the draft documents with the parties involved, so that the final products reflect their comments.

II. Questions

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

Name of contact person at UNFPA:	Natalia Constantin, Finance and Administrative			
Name of contact person at own A.	Coordinator, Procurement Focal Point			
Email address of contact person:	constantin@unfpa.org			

The deadline for submission of questions is **MONDAY**, **15** January **2024** at **17.00** (**Moldova Local Time**). Questions will be answered in writing and shared will parties as soon as possible after this deadline.

III. Eligible Bidders

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested services and have legal capacity to enter into a contract with UNFPA to perform in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the <u>Compendium of United Nations Security Council</u> <u>Sanctions Lists</u> and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any <u>UN Organization</u> or the <u>World Bank Group</u>.
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on <u>UN Supplier Code of Conduct</u>.

IV. Content of quotations

Quotations should be submitted **via a TWO-envelope system**. Interested Bidders are requested to submit their Technical Bid & Declaration From **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

- a) **Technical proposal**, in response to the requirements outlined in the service requirements / TORs. Technical proposal shall include the following:
 - Description of proposed technical approach to meet the objectives / deliverables as per the ToR.
 - Tentative workplan / time scales (sequence of actions) given in the proposal and its adequacy to meet the objectives / deliverables as per the ToR.
 - Copy of organization's registration certificate.



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- Organization's profile including experience in similar assignments.
- 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) **Signed Declaration Form,** to be submitted strictly in accordance with the document.
- c) Price quotation in MDL, 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 address indicated below no later than: Monday, 22 January 2024 at 17:00 (Moldova Local Time Time)¹.

Name of contact person at UNFPA:	Diana Condrat, Designated Bid Receiver
Official Email address	tender.mda@unfpa.org

Please note the following guidelines for electronic submissions to UNFPA Moldova Office dedicated email address:

- The following reference must be included by the Bidder in the email subject line:
 - UNFPA/MDA/RFQ/2024/001 [Company name], Technical Bid
 - UNFPA/MDA/RFQ/2024/001 [Company name], Financial Bid
 - Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- It is the Bidder's responsibility to assure compliance with the submission process. If the envelopes or
 emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the
 bid's misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect
 submissions might result in your Bid being declared invalid.
- Please do NOT send the emails containing your offer to any other email address (not even as a copy (CC) or blind copy (BCC)); otherwise UNFPA will not be able to guarantee confidentiality and fair and transparent handling of your bid. UNFPA reserves the right to reject bids sent via the appropriate channel but copied or blind copied to other email addresses.
- 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.
- When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the <u>first</u> email. Should your offer require you to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. If you do not receive any auto-reply for the first email from UNFPA's email system, please inform Natalia Constantin, Finance and Administrative Coordinator, Procurement Focal Point at: constantin@unfpa.org

UNFPA/SCMU/Bids/Request for Quotation for Services/RFQ/ RFQ Complex Services [0222 – Rev00]





¹ http://www.timeanddate.com/worldclock/city.html?n=69



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.

Overview of Evaluation Process VI.

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 obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project	100		35%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		25%	
Provision of well-defined Management Structure and Key Personnel that correspond to the TOR objectives: Team leader with least 5 years of experience in planning, organizing and supervising/leading comprehensive communication campaigns in country, Key expert, Copywriter, web designer (positions can be combined).	100		10%	
Submission of Portfolio: Proven experience of at least 3 visibility campaigns on social issues launched in the Republic of Moldova.	100		20%	
At least 5 years of experience in PR and Communication services, Digital PR, Crisis, events, and implementation of media campaigns at local and national level.	100		10%	
Grand Total All Criteria	500		100%	Max obtainable 100 pts

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	70 – 89
Meets the requirements	60 – 69
Partially meets the requirements	1 – 59
Does not meet the requirements or no information provided to assess compliance with the requirements	0

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.

VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a **Professional Service Contract on a fixed-cost basis** to the Bidder(s) 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: <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, 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 <u>UNFPA</u> 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, Natalia Plugaru, Officer-in-Charge at plugaru@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, Supply Chain management Unit 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:

Natalia Plugaru, Officer-in-Charge.

Signature Natalia Plugaru

05-Jan-2024

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/2024/001
Currency of quotation:	MDL
Delivery charges based on the following 2020 Incoterm:	Choose an item.
Validity of quotation: (The quotation must be valid for a period of a	at least 3 months after the submission deadline

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

Description		Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, MDL	Total, MDL
Deliverable 1: De	velop and implement a social-media ca	mpaign plan		,	,
(please specify)					
(please specify)					
(please specify)					
		S	Sub-Total Ex	penses, MDL	
Deliverable 2: Dig Ads campaigns)	ital campaign to run pre and during cens	us period (including	g content dev	elopment, post	ing and Google
(please specify)					
(please specify)					
(please specify)					
		S	Sub-Total Ex	penses, MDL	
Deliverable 3: Inf	luencer engagement Plan				
(please specify)					
(please specify)					
(please specify)					
		S	Sub-Total Ex	penses, MDL	
	t Of Home Advertising (OOH) Campaign	1			
(please specify)					
(please specify)					
(please specify)					
Sub-Total Expenses, MDL					
Deliverable 5: Bramonths	anding of trolleybuses in Chisinau and B	alti and equipping	them with v	isibility materia	Is for at least 3
(please specify)					
(please specify)					
(please specify)					



Description	Unit of measure (ex. day, hour, person etc.)	Quantity	Unit rate, MDL	Total, MDL	
	S	Sub-Total Ex	penses, MDL		
Deliverable 6: Mobile advertising - voice over on a	branded car				
(please specify)					
(please specify)					
(please specify)					
	Sub-Total Expenses, MDL				
Deliverable 7: Advertising on the Info BON invoice					
(please specify)					
(please specify)					
(please specify)					
	Sub-Total Expenses, MDL				
Deliverable 8: Final Activity Report					
(please specify)					
(please specify)					
(please specify)					
Sub-Total Expenses, MDL					
Total Contract Price, MDL					

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/2024/001 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.

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



DECLARATION FROM

The undersigned, being a duly authorized representative of the Company represents and declares that:

1.	The Company and its Management ² have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:		NO
	a. Fraud;		
	b. Corruption;		
	c. conduct related to a criminal organization;		
	d. money laundering or terrorist financing;		
	e. terrorist offences or offences linked to terrorist activities;		
	f. sexual exploitation and abuse;		
	g. child labor, forced labor, human trafficking; or		
	h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).		
2.	The Company and its Management have not been found guilty pursuant to a final judgment or a final administrative decision of grave professional misconduct.		

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² "Management" means any person having powers of representation, decision-making or control over the Organization. This may include, for example, executive management and all other persons holding downstream managerial authority, anyone on the board of directors, and controlling shareholders. -DS



Name and Title:

United Nations Population Fund Moldova Country Office 131, 31 August 1989 str., Chisinau, MD 2012, Moldova Email: moldova.office@unfpa.org Website: http://moldova.unfpa.org

	3.	The Company and its Management are not: bankrupt, subject to insolvency or winding-up procedures, subject to the administration of assets by a liquidator or a court, in an arrangement with creditors, subject to a legal suspension of business activities, or in any analogous situation arising from a similar procedure provided for under applicable national law.			
	4.	The Company and its Management have not been the subject of a final judgment or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions.			
	5.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found they created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business (<i>creating a shell company</i>).			
	6.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found the Company was created with the intent referred to in point (5) (being a shell company).			
arrar of an	ngem ny mis	PA reserves the right to disqualify the Company, suspend or term ent between the UNFPA and the Company, with immediate effect and srepresentation made by the Company in this Declaration. esponsibility of the Company to immediately inform the UNFPA of a labove.	without lial	bility, in the	even
conti		aration is in addition to, and does not replace or cancel, or operate al arrangements between the UNFPA and the Company.	as a waiver	of, any te	rms c
Date	e:				



Name of the Company:	
UNGM №:	
Postal Address:	
Email:	
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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: English, Spanish and French

