



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>

**Date: January 12, 2024**

## **REQUEST FOR QUOTATION RFQ № UNFPA/MDA/RFQ/2024/002**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“Providing event management and media relations services for the 2024 Population and Housing Census  
Visibility and Communication Campaign.”**

UNFPA requires the provision of the following services: **providing event management and media relations services 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 co-funded 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: [UNFPA about us](#)

### **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 the next Census in the spring of 2024, in accordance with the [Law No. LP231/2022 as of 28.07.2022](#) approved by the Parliament of the Republic of Moldova.

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-



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Assisted Personal Interviews using mobile devices and the use of administrative data sources at various census stages.

Next Population and Housing Census is scheduled to take place in 2024.

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.**

**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.



**Description of item(s):**

#	Description of goods / services: Generic technical specifications for goods / ToR for services	Quantity / Deliverables
1	<ul style="list-style-type: none"> <li>- <b>Organizing 5 public events: 2 big events (a launch and a closing event) and 3 small events (press conferences/ ad-hoc press-briefings during the Census campaign).</b></li> <li>- <b>Ensure professional logistic arrangements:</b> technical facilities like sound system, translation system, screen, video projector, technical support)</li> <li>- Live broadcasting and management, etc.</li>   <li>- <b>Media relations:</b> <ul style="list-style-type: none"> <li>- Press release in RO &amp; RU &amp; ENG;</li> <li>- Organize interviews of partners for media during the events;</li> <li>- Ensure media relations pre, during and post events.</li> </ul> </li> </ul> <p><i>Timeline: February- July 2024</i></p>	<ul style="list-style-type: none"> <li>▪ Prepare the concepts of the events including visual identity of the Census campaign, banners/screens, etc.</li> <li>▪ Arrange the venue;</li> <li>▪ Develop the Agenda,</li> <li>▪ Press invites;</li> <li>▪ Press release in RO/RU/ENG;</li> <li>▪ Other logistical/technical agreements needed;</li> <li>▪ Follow-up;</li> <li>▪ Media monitoring &amp; coverage report.</li> </ul>
2	<p><b>PR &amp; Advocacy support</b></p> <ul style="list-style-type: none"> <li>a) <b>Media campaign partnerships &amp; arrangements:</b> Ensure the arrangements for the participation of experts in the collection of sociological and statistical data and key NBS spoken persons in (TV shows, interviews, relevant podcasts, radio shows) at both local and regional level. The bidder will work in strong collaboration with UNFPA Census Team and NBS.</li> <li>b) Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on Census.</li> <li>c) Media-coverage.</li> <li>d) Media-Monitoring and regular follow-ups.</li> <li>e) Final media report.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Prepare the list of experts.</li> <li>▪ Propose the list of channels/ media outlets/tv-radio shows/online-podcasts (<i>at least 10 media partnerships</i>)</li> <li>▪ Develop the timeline/matrix which will include: <ul style="list-style-type: none"> <li>○ Date/Time</li> <li>○ Media channel</li> <li>○ Key messages</li> <li>○ Spokespersons</li> <li>○ Coverage type.</li> <li>○ Etc.</li> </ul> </li> </ul> <p>This matrix serves as a guide to plan and document various media appearances throughout the 2024 Census campaign. Adjust it based on the specific details and media outlets relevant to our context.</p> <ul style="list-style-type: none"> <li>▪ Follow-up.</li> </ul> <p>Weekly media coverage with mention of tone (positive/negative or informative/neutral)</p>



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	<i>Timeline: March- July 2024</i>	
3	<ul style="list-style-type: none"> <li><b>Storytelling: Produce and reflect in media</b> at least 12 written and video census success stories harvested from the Census campaign activities (from entire country) with quotes (no more than 1,5 pages) to generate interest for the census.</li> </ul> <p><i>Timeline: March - July 2024</i></p>	<ul style="list-style-type: none"> <li>12 written &amp; video human interest stories on House and Population Census 2024;</li> <li>Securing press placements with campaign partners;</li> <li>Media-coverage report;</li> </ul>
4.	<p><b>TV and Radio campaign - broadcasting and placements</b> of Video &amp; Audio spots (2 spots: 1 the importance of census &amp; 2 census enumeration process) with subtitles in gagauz/ukrainian/ and mimico gestual languages. (<i>spots can be combined</i>)</p> <p>To establish one or more partnerships with high audience TV channels to place the census logo and slogan on screen permanently during 2024 Census.</p> <p><b>Channels:</b> local and regional TV channels: 50% Prime time-50% Off time Broadcast each spot for 3 months according to the matrix of placements proposed.</p> <p><i>Timeline: March- July 2024</i></p>	<p>Identification of the TV&amp;Radio channels with the largest audience from all the country (the final list of channels will be coordinated with the UNFPA);</p> <ul style="list-style-type: none"> <li>Establishing media partnerships.</li> <li>Develop the matrix of placements;</li> <li>Media/ screen report of placements.</li> </ul> <p><b>*Note:</b> <i>At the request of the NBS and approved by Audiovisual Council, public interest messages are broadcasted free of charge. by national and regional providers;</i></p>
5.	<p><b>Final Activity Report</b></p> <p><i>Timeline: Julys 2024</i></p>	<ul style="list-style-type: none"> <li>Write a narrative report based on all the activities developed under this assignment.</li> </ul>

**Qualification Criteria:**

- At least 5 years of experience in public communication, events, advocacy 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 portfolio of at least 3 events and 3 media campaigns on social issues launched in the Republic of Moldova.

**Questions**



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

Name of contact person at UNFPA:	<b>Natalia Constantin, Finance and Administrative Coordinator, Procurement Focal Point</b>
Email address of contact person:	<a href="mailto:constantin@unfpa.org">constantin@unfpa.org</a>

The deadline for submission of questions is **FRIDAY, 19 January 2024 at 17.00 (Moldova Local Time)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

## II. 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 [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

## III. Content of quotations

Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration Form **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 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.
- Statement of Satisfactory Performance or Letters of Recommendations from minimum 2 (two) clients or business partners obtained in the last three years.

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.

## IV. Instructions for submission



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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, 26 January 2024 at 17:00 (Moldova Local Time Time)**<sup>1</sup>.

Name of contact person at UNFPA:	<b>Diana Condrat, Designated Bid Receiver</b>
Email address of contact person:	<a href="mailto:tender.mda@unfpa.org">tender.mda@unfpa.org</a>

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
  - UNFPA/MDA/RFQ/2024/002 – [Company name], Technical Bid
  - UNFPA/MDA/RFQ/2024/002 – [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 first 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](mailto:constantin@unfpa.org)
- 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.

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



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Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
1. Technical approach and methodology – understanding nature and scope of work	100		35%	
2. Implementation (work) plan and management plan	100		25%	
3. Provision of well-defined management structure and Key Personnel that correspond to the TOR objectives: Team leader with least 5 years of experience in PR and Communication, Advocacy, organizing and supervising/leading comprehensive communication campaigns in country; Key expert; Media relations expert.	100		20%	
4. Submission of Portfolio: Proven experience of at least 3 visibility campaigns on social issues launched in the Republic of Moldova.	100		10%	
5. At least 5 years of experience in PR and Communication services, Advocacy, Media 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.



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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:

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

#### 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.

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

#### VI. 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.

#### 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: [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](#).

#### X. Zero Tolerance





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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 treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint directly to the UNFPA Head of the Business Unit Natalia Plugaru, Officer in Charge at [plugaru@unfpa.org](mailto: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](mailto:procurement@unfpa.org).

**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:

**Natalia Plugaru, UNFPA Officer-in-Charge**

Signature  8AC4D1BDDFF7C4D3...

Date: 12-Jan-2024



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## PRICE QUOTATION FORM

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	Click here to enter a date.
<b>Request for quotation N°:</b>	<b>UNFPA/MDA/RFQ/2024/002</b>
<b>Currency of quotation :</b>	<b>MDL</b>
<b>Delivery charges based on the following 2020 Incoterm:</b>	Choose an item.
<b>Validity of quotation:</b>	
<i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

- 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
<b>Deliverable 1: Organize 5 public events (2 large and 3 smaller) for Census, and ensure wide visibility of events online and offline</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<b>Sub-Total Expenses, MDL</b>				
<b>Deliverable 2: PR &amp; Advocacy support, Media campaign partnerships &amp; arrangements</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<b>Sub-Total Expenses, MDL</b>				
<b>Deliverable 3: Storytelling: Produce and reflect in media at least 12 census success story</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<b>Sub-Total Expenses, MDL</b>				
<b>Deliverable 4: TV and Radio Campaign - broadcasting and placements of video and audio spots for at least 3 months</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<b>Sub-Total Expenses, MDL</b>				
<b>Deliverable 5: Develop and provide a narrative final Activity Report</b>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<i>(please specify)</i>				
<b>Sub-Total Expenses, MDL</b>				



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<b>Total Contract Price MDL</b>	
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*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/2024/002 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 and place	



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## DECLARATION FROM

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

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

<sup>2</sup> "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.



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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.	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>
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> ).	<input type="checkbox"/>	<input type="checkbox"/>
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) ( <i>being a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>

The UNFPA reserves the right to disqualify the Company, suspend or terminate any contract or other arrangement between the UNFPA and the Company, with immediate effect and without liability, in the event of any misrepresentation made by the Company in this Declaration.

It is the responsibility of the Company to immediately inform the UNFPA of any changes in the situations declared above.

This Declaration is in addition to, and does not replace or cancel, or operate as a waiver of, any terms of contractual arrangements between the UNFPA and the Company.

Signature:

Date:

Name and Title:



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Name of the Company:

UNGM N°:

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](#)