**Date: 9 June 2021**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/MDA/RFQ/2021/006

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“Provision of communication services related to dissemination of Generations and Gender Survey (GGS) results”.**

UNFPA requires the provision of the following services: development of communication-related materials and organize two events in the framework of dissemination campaign of the Generations and Gender Survey.

The communication campaign overall will aim to disseminate the GGS results through different media channels and to showcase how the GGS data helped in understanding of the main demographic changes. Also, the communication campaign aims to increase the use of GGS data by national and international researchers, academia, CSOs, media representatives and the general population in analysis, research and policy development related to demographic changes.

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.

1. **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](http://www.unfpa.org/about-us)

1. **Service Requirements/Terms of Reference (ToR)**
2. **BACKGROUND**

The Republic of Moldova undergoes demographic changes driven by the population decline, ageing, low fertility, migration of the working-age population and low life expectancy have implications on the overall development of the country. In response to these demographic challenges, the Government of the Republic of Moldova aimed to develop evidence-based and people-centered policies. In this context, on 22nd of January 2019, the Moldovan Government signed a memorandum agreement with [UNFPA Moldova Country office](https://moldova.unfpa.org/en)), the [National Bureau of Statistics](http://statistica.gov.md/) (NBS) and the [Netherlands Interdisciplinary Demographic Institute (NIDI)](https://www.nidi.knaw.nl/en/) regarding conducting [the Gender and Generation Survey](https://www.ggp-i.org/moldova/) in Moldova to address the demographic changes based on robust evidences.

The Generations and Gender Survey (GGS) is an individual‐level panel survey conducted so far in 24 countries, being a key data resource on issues of fertility decisions, work‐life balance, transition to adulthood, and intergenerational exchanges with a longitudinal perspective. It is a panel survey, which means that it aims to revisit the panel of respondents multiple times, at approximately three year intervals. The current iteration of the Moldova GGS is the first wave. The aim of the GGP is to deliver high quality data for scientific research on population dynamics and family change, relationships between generations, and changes in the social roles of women and men, accounting for economic, social and cultural contexts.

The Generations and Gender Survey in the Republic of Moldova started officially on 29 January 2020 by using traditional face-to-face method of data collection. The fieldwork was conducted by the sociological company [Magenta Consulting SRL](https://consulting.md/) under the coordination of UNFPA Moldova CO and the National Bureau of Statistics. The fieldwork was conducted partially before the pandemic and a part of questionnaires were completed during the COVID-19. More than 10,000 respondents were interviewed from 153 urban and rural localities.

To encourage the participation to the survey, a communication campaign was started in January 2020 that included: [development of TV & Radio Spots](https://www.youtube.com/watch?v=0yt2FwSZ2Mo), [project branding & messages](https://moldova.unfpa.org/sites/default/files/pub-pdf/fisha_1_eng_final.pdf) (Project slogan - “Be the voice of your generation”), development of visibility materials (posters, stickers, flyers) and social media campaign. The communication campaign was conducted by Proimagine SRL during the period of January – November 2020. Moldova’s case study on conducting GGS can be accessed [here](https://moldova.unfpa.org/sites/default/files/pub-pdf/case_study_md.pdf). Also, a special section was created for [GGS Moldova](https://www.ggp-i.org/moldova/) on GGP global web-page that includes information about the GGS purpose, strategic partners and fieldwork team for data collection.

In the context of COVID-19, the communication campaign and all visibility products were adjusted accordingly. The main slogan of the campaign was “The voice of your generation is important even during the pandemic period”. The main focus was on social media and protection measures used to ensure the safety of all respondents and survey staff involved in data collection. Up to 30 stories and a [short video](https://www.facebook.com/unfpaMoldova/videos/310670786934213) were developed and posted on [UNFPA Facebook](https://www.facebook.com/unfpaMoldova/videos/310670786934213) and Twitter informing about the new way of data collection and how the protection measures are put in place.

To make full use of GGS data, UNFPA developed a Communication and Dissemination Plan (Annex II) that sets out the proposed methodology of stakeholders’ engagement and concrete communication activities established for 2021-2022. The Dissemination and Communication plan will be implemented by UNFPA in partnership with Netherland Interdisciplinary Demographic Institute (NIDI) and the Ministry of Health, Labour and Social Proection.

1. **PURPOSE OF THE ASSIGNMENT**

UNFPA jointly with the Ministry of Health, Labour and Social Protection seek to identify a qualified communication company that will support in development of communication-related materials and organize two events in the framework of dissemination campaign of the Generations and Gender Survey.

The communication campaign overall will aim to disseminate the GGS results through different media channels and to showcase how the GGS data helped in understanding of the main demographic changes. Also, the communication campaign aims to increase the use of GGS data by national and international researchers, academia, CSOs, media representatives and the general population in analysis, research and policy development related to demographic changes.

1. **OBJECTIVES OF THE ASSIGNMENT**

In order to achieve the overall scope of this assignment, the following objectives are set:

1. Develop and promote innovative and user-friendly visibility products through different communication channels to reach the established target groups;
2. Ensure high visibility of the Generations and Gender Survey results, presented through different analytical products developed by researchers, academia, Civil society etc. on media and social media;
3. Organize two public events to present officially the GGS results and other analysis developed based on GGS data;
4. If necessary, assess the possible risks related to negative reactions to the survey results and prepare a communication mitigation risks plan (key messages and tactics).
5. **ACTIVITIES**

In order to accomplish the above mentioned objectives, the contracted communication company will have to perform the following activities:

**Activity 1. Development of innovative visibility products**

All visibility products will use GGS branding & writing style established in close cooperation with UNFPA Communications Officer of PD Portfolio. The company is expected to produce innovative visibility products including infographics, video graphics, cards, short videos etc. in order to showcase the GGS results in a user-friendly way.

**Key performance indicators for this activity are the following:**

* 10 info-graphics for each module of questions of the Generations and Gender Survey (Demography, History Life, Fertility, Household, Generations, Work, Income, Wellbeing, Attitudes, Covid-19 impact).
* 10 short videos in the World Economic Forum’s [style](https://m.facebook.com/watch/?v=1556686367865040&_rdr) (up to 60 seconds) based on GGS data.
* 5 human stories based on GGS results (the data will be facilitated by UNFPA).
* 1 video graphic explaining how to use GGS data platform.
* 1 video graphic to present the demographic forecast presented in the Action Plan on Demography.
* Design of Final GGS Analytical Report in RO and EN languages (500 pag.).
* Printing of 50 copies of the Final GGS Analytical Report (about 500 pag each).
* Designing, printing and postal delivery of 10,050 flyers (A5) to the survey participants in order to inform them about GGS results. The address of respondents will be provided by UNFPA.
* Other out of the box activities (to be determined) in the inception phase.

All the visibility products will be developed in Romanian and translated in Russian and English. For video graphics, the company will provide subtitles in EN.

**Activity 2. Organization of public events to present GGS results**

As part of this activity, the company will be responsible for organizing and conducting 2 public events for launching the Final GGS Data Report and Action Plan on Demography. The company is expected to elaborate the scenario and ensure all issues related to event management (logistic arrangements, design and print specific informative materials, provide simultaneous translations in English and Romanian, provide moderator, arrange live broadcasting on privesc.eu, zoom frame, venue/location, develop media report). The events will be organized in a hybrid format – offline and online, and will include participation of approximate 50 participants. The company will provide the conference venue with the capacity to accommodate 50 participants, seating arrangements for the speakers in the style of World Economic Forum, 5 microphones, simultaneous translations and project (electronic) banner. Also, the company will provide technical support for the participants to be connected online.

Also, the company will have the responsibility of facilitating the attendance of the GGS experts/UNFPA project staff at TV/radio shows.

**Key performance indicators for this activity are the following:**

* Elaborate the scenario and concept note for 2 public events to showcase the GGS results;
* Organize 2 public events for launching the Final GGS Analytical Report and Action Plan on Demography, developed based on GGS evidences;
* Ensure all logistical arrangements for 2 public events, including print of specific materials, zoom frame, live broadcasting, moderator, translations etc.;
* Develop the media report for 2 public events;
* Facilitate at least 5 TV & Radio shows with the participation of national experts;
* Ensure necessary arrangements for 2 photo exhibition/gallery during the launching event: photo printing; framing and mounting the photographs;
* Logistics for offline events: Rent of venue, audiovisual services (PA system with 5 wireless microphones), 1 projector, jars of water and cups for each table;
* Catering for offline events: Two coffee breaks per event, Lunch break for one event that will include hot lunch buffet with choices, including a vegetarian option, soft drinks and water for 40 people.
* Interpretation: Simultaneous interpretation (2 interpreters) from Romanian into English, rental equipment if necessary;
* The Plan for media appearance of relevant GGS experts and Project staff developed;
* Press release & testimonials (up to 3-5) on students’ experience in using GGS database;
* At least 10 TV & Radio shows with the participation of national experts.

**Activity 3. Boosting on social media**

Under this activity, the company will conduct a targeted media and social-media campaign aiming to share and promote different visibility products on GGS by using different media channels. The company will boost relevant posts to ensure higher reach and visibility by target population/stakeholders. The company will coordinate with UNFPA what posts to be boosted (up to 50-60 posts).

**Activity 4. Develop Final Evaluation Report with specific indicators**

In order to monitor the impact of the campaign, the company will collect performance indicators and evaluation data during the entire campaign. Every month, the company will release a short report to UNFPA and the Ministry mentioning the activities performed, and the key performance indicators collected, testimonials, performance, the issues occurred and how they were tackled.

By the end of the campaign, the company will elaborate a detailed final media report describing all the activities performed, key messages, critical situations, accomplishments, which should include the indicators, testimonials, photos etc. **The company will indicate the link to the posts and relevant statistics from social media.**

While implementing the campaign, the company should respect the UNFPA, MoHLSP branding guidelines and ensure full respect of the copyright rights and data protection. It will coordinate all the aspects of the campaign with UNFPA, MoHLSP. The media, graphic and social media products and their concepts are subject to official approval of the UNFPA, MoHLSP. Following each meeting, UNFPA should receive a summary of the reached decisions. The company shall provide to UNFPA and Ministry the final products, including the editable/source files and the full rights to use all the materials for any purpose for an indefinite period on all media.

**5.** **DELIVERABLES, SPECIFICATIONS AND TIMEFRAME**

|  |  |  |  |
| --- | --- | --- | --- |
| # | **Deliverable** | **Specifications** | **Timeframe** |
| **1** | **Innovative visibility products developed as follows:** | * 10 info-graphics for each module of questions of the Generations and Gender Survey (Demography, History Life, Fertility, Household, Generations, Work, Income, Wellbeing, Attitudes, Covid-19 impact). * 10 short videos in the World Economic Forum’s style (up to 60 seconds).   ● 5 human stories based on GGS results (the data will be facilitated by UNFPA).  ● 1 video graphic explaining how to use GGS data platform.  ● 1 video graphic to present the demographic forecast presented in the Action Plan on Demography.  ● Design of Final GGS Analytical Report in RO and EN languages (500 pag.).  ● Printing of 50 copies of the Final GGS Analytical Report (about 500 pag each).  ● Designing, Printing and postal delivery of 10,050 flyers to survey participants.  ● Other out of the box activities (to be determined) in the inception phase. | 1 September 2021 |
| **2** | **Public events to present GGS findings conducted:** | ● The scenario and concept note for 2 public events to showcase the GGS results developed.  ● 2 public events for launching the Final GGS Analytical Report and Action Plan on Demography conducted.  ● All logistical arrangements for 2 public events, including print of specific materials, zoom frame, live broadcasting, moderator, translations etc. coordinated.  ● Media report for 2 public events developed.  ● At least 5 TV & Radio shows with the participation of national experts & NIDI facilitated.  ● Ensure necessary arrangements for 2 photo exhibition/gallery during the launching event.  ● Logistics for offline events: Rent of venue, audiovisual services (PA system with 5 wireless microphones), 1 projector, jars of water and cups for each table.  ● Catering for offline events: Two coffee breaks per event, Lunch break for one event that will include hot lunch buffet with choices, including a vegetarian option, soft drinks and water for 40 people.  ● Interpretation: Simultaneous interpretation (2 interpreters) from Romanian into English and vice-versa, rental equipment if necessary. | September and October 2021 |
| **3** | **Media and Social media campaign conducted:** | ● Boosting of relevant posts/developed products during the implementation period in order to increase the awareness of relevant stakeholders and visibility of GGS results.  ● The Plan for media appearance of relevant GGS experts and Project staff developed.  ● Press release & testimonials (up to 3-5) on students’ experience in using GGS database.  ● At least 10 TV & Radio shows with the participation of national experts facilitated. | 30 May 2022 |
| **4** | **Final Report:** | Final report on the key results of the communication campaign on GGS data dissemination developed and approved. | May 2022 |

1. **MANAGEMENT ARRANGEMENTS**

The contractor will work under the direct supervision of UNFPA and the Ministry of Health, Labour and Social Protection. The contractor is responsible for delivering qualitative and prompt results to accomplish the objectives of this ToR. UNFPA and the Ministry of Health, Labour and Social Protection will provide the contractor all the necessary information.

1. **TIMING (DURATION OF WORK)**

The assignment will be conducted in the following period: **from the date the contract enters into force until** **31 May 2022.** Deliverables will be submitted in accordance with the provisions of p.5 DELIVERABLES, SPECIFICATIONS AND TIMEFRAME of the present ToR.

1. **PROPERTY RIGHTS**

The United Nations Population Fund (UNFPA) will have the ownership with the Ministry of Health, Labour and Social Protection and National Bureau of Statistics for all outputs and may use them for purposes other than provided in this ToR.

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | **Luminita Arama, Administrative and Finance Associate / Procurement Focal Point** |
| Email address of contact person: | [**arama@unfpa.org**](mailto:arama@unfpa.org) |

**The deadline for submission of questions is Friday, 18 June 2021, 16:30 (Moldova local time)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

1. **Content of quotations**

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

1. **Technical proposal**, in response to the requirements outlined in the service requirements / TORs. Technical proposal shall include:

* Description of proposed approach to meet the objectives / deliverables as per the ToR, including suggestions on innovative, out of the box communication activities to showcase the survey results;
* 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 to provide complex PR and media services.
* 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.

1. **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.

1. **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, are to be sent by e-mail to the contact person indicated below **no later than: Monday, 28 June 2021, 16:30 (Moldova local time)**[[1]](#footnote-1).

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | **Violeta Mihailova, Designated Bid Receiver** |
| Email address of contact person: | [**tender.mda@unfpa.org**](mailto:tender.mda@unfpa.org) |

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: RFQ Nº UNFPA/MDA/RFQ/2021/006 – Communication services related to dissemination of GGS results. 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.
* When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the first email. Should your offer require 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 Luminita Arama, Administrative and Finance Associate / Procurement Focal Point at: [arama@unfpa.org](mailto:arama@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.

1. **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 obtained** **by Bidder** | **[C]**  **Weight (%)** | **[B] x [C] = [D]**  **Total Points** |
| **1.Description of the proposed approach and level of understanding of the objectives of the ToR** | **100** |  | **15%** |  |
| **2.Work plan/time scales given in the proposal and its adequacy to meet the objectives of the ToR** | **100** |  | **25%** |  |
| **3.Professional experience of the staff** at least 4 years of experience in public communication campaigns, social media, marketing and public engagement.   * *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* | **100** |  | **30%** |  |
| **4.General profile of the company:**   * *General organization’s reputation and expertise in areas of public communication campaigns, social media, marketing and public engagement (30 pts);* * *A minimum of 3 years of relevant experience in public communication campaigns, social media, marketing and public engagement (30 pts);* * *Previous proven experience of having conducted at least 4 large communication and public relations campaigns and at least 4 social media campaigns. Experience on charged topics and on population and social issues will be considered an advantage. (40 pts).* | **100** |  | **20%** |  |
| **5.Specific experience and expertise relevant to the assignment:**   * *Demonstrated experience working with mainstream media (radio, TV, newspapers), organizing press–conferences, public events, debates. Proven experience in designing and producing visibility products, including video-graphics* * *Previous positive experience with UNFPA or UN Agencies will be considered an asset*. | **100** |  | **10%** |  |
| *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 |
| 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 = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## 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.

|  |
| --- |
| Total score = 70% Technical score + 30% Financial score |

1. **Award Criteria**

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

1. **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.

1. **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.

1. [**Fraud and Corruption**](http://www.unfpa.org/about-procurement#FraudCorruption)

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](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). 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 [UNFPA Investigation Hotline](http://web2.unfpa.org/help/hotline.cfm).

1. **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](http://www.unfpa.org/about-procurement#ZeroTolerance).

1. **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 Representative at [abaszade@unfpa.org](mailto: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](mailto:procurement@unfpa.org).

1. **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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PRICE QUOTATION FORM**

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | **RFQ Nº UNFPA/MDA/RFQ/2021/006 – Communication services related to dissemination of GGS results** |
| **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 all taxes**, since UNFPA is exempt from taxes.

***Note: You may add as many lines as required.***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Description** | **Unit of measure (ex. day, hour, person etc.)** | **Quantity** | **Unit rate, USD** | | **Total, USD** |
| **Deliverable 1 : Innovative visibility products developed as follows:** | | | | | | |
| 1.1 | Develop 10 info-graphics for each module of questions of the Generations and Gender Survey (Demography, History Life, Fertility, Household, Generations, Work, Income, Wellbeing, Attitudes, Covid-19 impact). |  |  |  | |  |
| 1.2 | Produce 10 short videos in the World Economic Forum’s style (up to 60 seconds). |  |  |  | |  |
| 1.3 | Develop 5 human stories based on GGS results (the information/data will be facilitated by UNFPA). |  |  |  | |  |
| 1.4 | Produce 1 video graphic explaining how to use GGS data platform. |  |  |  | |  |
| 1.5 | Produce 1 video graphic to present the demographic forecast presented in the Action Plan on Demography. |  |  |  | |  |
| 1.6 | Design of Final GGS Analytical Report in RO and EN languages (500 pages). |  |  |  | |  |
| 1.7 | Printing of 50 copies of the Final GGS Analytical Report (about 500 pag each) |  |  |  | |  |
| 1.8 | Designing, Printing and postal delivery of 10,050 flyers to survey participants |  |  |  | |  |
|  | *(please specify)* |  |  |  | |  |
|  | *(please specify)* |  |  |  | |  |
| ***Total Deliverable 1*** | | | | | | $$ |
| **Deliverable 2 Public events to present GGS findings conducted:** | | | | | | |
| 2.1 | Develop the scenario and concept note for 2 public events to showcase the GGS results |  |  | |  |  |
| 2.2 | Organize 2 public events for launching the Final GGS Analytical Report and Action Plan on Demography |  |  | |  |  |
| 2.3 | Ensure all logistical arrangements for public event No. 1 including zoom frame, registration of participants, assistance with microphones, arrangements related to event organization |  |  | |  |  |
| 2.4 | Provide live broadcasting services for event No. 1 |  |  | |  |  |
| 2.5 | Provide one moderator for event No. 1 |  |  | |  |  |
| 2.6 | Interpretation: Simultaneous translation services form ENG-RO-RU (5-6 hours/2 translators) for event No.1 |  |  | |  |  |
| 2.7 | Rent of venue with audiovisual services, projector, flipchart with paper, (PA system with 5 wireless microphones) for event No. 1, including drinking water for each table. |  |  | |  |  |
| 2.8 | Catering services: Two coffee breaks for 40 participants (event no.1). |  |  | |  |  |
| 2.9 | Lunch break for event No.1 that will include hot lunch buffet with choices, including a vegetarian option, soft drinks and water for 40 participants |  |  | |  |  |
| 2.10 | Develop media report for 2 public events |  |  | |  |  |
| 2.11 | Facilitate the participation of project staff on at least 5 TV & Radio shows |  |  | |  |  |
| 2.12 | Ensure necessary arrangements for 2 photo exhibition/gallery during the launching event No.1 & No. 2 (including photo printing; framing and mounting the photographs). |  |  | |  |  |
| 2.13 | Ensure all logistical arrangements for public event No. 2 including zoom frame, registration of participants, assistance with microphones, other arrangements related to event organization |  |  | |  |  |
| 2.14 | Provide live broadcasting services for event No.2 |  |  | |  |  |
| 2.15 | Provide one Moderator for event No.2 |  |  | |  |  |
| 2.16 | Interpretation: Simultaneous translation services form ENG-RO-RU (5-6 hours/2 translators) for event No.2 |  |  | |  |  |
| 2.17 | Rent of venue with audiovisual services, projector, flipchart with paper, (PA system with 5 wireless microphones) for event No. 2, including drinking water for each table. |  |  | |  |  |
| 2.18 | Catering services: Two coffee breaks for 40 participants ( event No.2). |  |  | |  |  |
|  | *(please specify)* |  |  | |  |  |
|  | *(please specify)* |  |  | |  |  |
| ***Total Deliverable 2*** | | | | | | ***$$*** |
| **Deliverable 3 Media and Social media campaign conducted:** | | | | | | |
| 3.1 | Develop the Plan for media appearance of relevant GGS experts and Project staff |  |  | |  |  |
| 3.2 | Develop Press release & testimonials (up to 3-5) on students’ experience in using GGS database |  |  | |  |  |
| 3.3 | Facilitate at least 10 TV & Radio shows with the participation of national experts |  |  | |  |  |
|  | *(please specify)* |  |  | |  |  |
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| ***Total Deliverable 3*** | | | | | | ***$$*** |
| **Deliverable 4 Final Report** | | | | | | |
| 4.1 | Develop final report on the key results of the communication campaign on GGS data dissemination |  |  | |  |  |
|  | *(please specify)* |  |  | |  |  |
|  | *(please specify)* |  |  | |  |  |
| ***Total Deliverable 4*** | | | | | | ***$$*** |
| **Total Contract Price** | | | | | |  |

*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/2021/006 – Communication services related to dissemination of GGS results** 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.

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

**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,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)

**Annex II**

**Generations and Gender Survey in Moldova**

**Dissemination and Communication Plan**

**Background:**

UNFPA Moldova in partnership with the Ministry of Health, Labour and Social Protection, National Bureau of Statistics and the [Netherlands Interdisciplinary Demographic Institute (NIDI)](https://www.nidi.knaw.nl/en/) embarked on [the Gender and Generation Survey](https://www.ggp-i.org/moldova/) to address the demographic changes based on robust evidences. The fieldwork was conducted in 2020 before and during the COVID-19 pandemic, covering more than 10,000 women and men aged 15-79 years old by using face-to-face method. The GGS questionnaire included more than 500 questions about family structures, household chores, relationships between partners, relationships between generations, Covid-19 impact etc.

To make full use of GGS data, UNFPA developed a Communication and Dissemination Plan that sets out its proposed methodology of engagement for different stakeholders.

**Scope:** GGS data is used by a large spectrum of stakeholder in analysis, research and policy development related to demographic changes.

**Objectives:**

1. Engage national and international researchers on demography, SRH, Health, statistics, gender, family friendly policies, work, socio-economic etc. and also academia, CSOs in GGS data analysis and policy development.
2. Conduct a proactive communication campaign by organizing a series of public events (online or offline) to inform national and international researchers, CSOs, media and general population about the GGS results and how the data helped in understanding the main demographic changes.

**The concept of the Action Plan is focused on four main pillars:**

1. **Local academia.** Cooperation with academic sector – students & teachers
2. **Independent researchers.** Engagement of national independent researchers
3. **Local civil society.** Partnerships with CSOs
4. **International researchers & academic research institutions**. Cross country cooperation on conducting comparative analysis on GGS

**Objective:**  Engage national and international researcher on demography, SRH, Health, statistics, gender, family friendly policies, work, socio-economic etc. in GGS data analysis

**Activity 1. Develop the Final GGS Report.**

The Final Data Report is expected to be the main statistical report that will integrate descriptive information for all GGS chapters. The Final Report will provide disaggregated information according to the Tabulation Plan that was developed and validated with national stakeholders in 2020. To be noted that the Tabulation Plan integrates information requested by Ministries, CSOs, research institutions and development partners. The database will be processed by an International Consultant on data/demographer. The context analysis will be provided by a team of local consultants on relevant areas of expertise. Up to 18 National Consultants from academia, NGOs, Research Center etc. will be contracted to develop the analytical component of the report.

The Final GGS Report will be developed in cooperation with all project partners: NBS (responsible for the sample development), NIDI (responsible for data processing and validation of the GGS indicators), Ministry (will facilitate the consultation with line ministries) and UNFPA (overall coordination).

A special attention will be given to the presentation of GGS data in a user-friendly manner. A series of info and video graphics will be developed (at least one infographic and one video-graphic for each GGS chapter) that will present the data by using human stories. After a proofreading and design, the Final Report will be printed in at least 50 copies. The Report will be written in RO and translated in EN.

The Report will be presented officially within a large public event (International Conference) with the participation of national and international partners. If the pandemic situation will allow, this will be an offline event. In terms of communication, a proactive campaign on media and social media will be conducted. This will include participation at TV & radio shows, weekly social posts on FB & Twitter.

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| **Milestone** | **Expected Results** | **Timeline** | **Communication activities** |
| **The Final Data Report of the Generations and Gender Survey officially presented and published** | National research team established (up to 18 National Consultants)  GGS indicators estimated based on the Tabulation Plan (to be conducted by an International Consultant)  GGS data analyzed and first draft of Data Report developed  GGS Data report validated with the main stakeholders and Ministerial Working Group  Professional editing of the Final Report & translation in EN  Design and publication (at least 50 publications)  Online launching event/International conference to present the GGS results (NIDI) | February-March 2021  February-June 2021  August 2021  September 2021  September-October 2021  September-October 2021 | 1. Online launching event/International conference to present the GGS results with the participation of NIDI  2. Press release on media & translation  3. Up to 10 Cards/infographics on social media (for each GGS module of questions) & translation  4. Up to 10 Video graphics  5. At least 5 human stories based on GGS results  6. A series of TV & Radio shows on demographic changes with the participation of national experts & NIDI  7. Other out of the box communication activities (TBD) |

**Activity 2. Create partnerships with local universities aiming to involve students and teachers in using GGS for writing academic papers.**

Under this activity, UNFPA will establish partnerships with at least 2 local universities/relevant faculties and will encourage the use of GGS data for academic purposes. A fellowship programme for MA students will be launched to extend the use of GGS data. Strategic meetings with university leadership will be organized in the first part of the year to present the GGS and discuss possible areas of cooperation.

Considering the lack of local expertise in using international database, a series of trainings for university teachers and students (Master and PhD degree) will be organized in order to explain how to use the data. The trainings are expected to be conducted by the Center for Demographic Research of the Republic of Moldova (CDR) in cooperation with NIDI. The most probably, the training will be conducted online.

A coaching programme will be launched to provide support in data processing to students and teachers if needed. The best analytical papers will be awarded and presented during a round table of discussion. Also, a summary of papers will be published and shared on social media. From the communication point of view, up to 3-5 students’ testimonials presenting student’s experience in using GGS data will be developed and share on social media. This activity is expected to be conducted in 2022.

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| **Milestone** | **Expected Results** | **Timeline** | **Communication activities** |
| **Partnership with the MDA universities established** | Strategic meetings with the leadership of Moldova State University conducted  Main areas of cooperation regarding the use of GGS agreed  Cooperation agreement with universities signed | March-June 2021  March –June 2021  September-October 2021  November 2021-June 2022  October 2022  June 2022  July 2022 | 1. Press release on newly established partnerships  2. Press release & testimonials (up to 3-5) on students’ experience in using GGS database  3. Summary of paper thesis developed based on GGS results & publication |
| Fellowship programme for master & PhD students on GGS data use launched  Annual GGP user online conference (participate and submit papers) |
| One round table to present officially the paper thesis developed based on GGS data organized |
| Publication of the best thesis |

**Activity 3. Launch a Fellowship Programme for independent national researchers to develop targeted analysis based on GGS results**

This activity aims to engage national independent researchers in targeted analysis of GGS data. In this regard, a Call for National researchers will be launched in the first part of the years to select the best research ideas and to develop targeted analysis. At least 5 analytical papers will be developed based on GGS data. The main results will be presented during a round table of discussion and main communication channels: TV, radio, social networks. The data will be presented in a user-friendly manner. If necessary, social cards and info-graphics will be developed.

In addition to the Fellowship Programme, an information campaign on GGS data use will be conducted to inform all those interested about the possibility to use GGS data free of charge by accessing GGP interactive platform or request access from NIDI. A dedicated video graphic will be developed to showcase how the GGS data can be accessed. This way, we expect to extend the use of GGS data by journalists, demographers, sociologists, policy makers etc.

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| **Milestone** | **Expected Results** | **Timeline** | **Communication activities** |
| **GGP data extended for the use by independent researchers** | Call for National experts/researchers to develop targeted analysis of GGS data launched  Up to 5 policy analysis developed based on GGS data developed  At least one round table of discussion to presents the results organized | March or April? 2021  October-November 2021  Early 2022 | Press release & testimonials (up to 3-5) on their experience in using GGS database in assessing the situation at local and regional level  Posts on social network  Info-graphic about the fellowship programme |
| **GGP data platform for users created** | Cooperate with NIDI & Population Development Branch for the integration of nationalized GGS data on GGP browsing took and PDP platform | March-June2021 | Press release and social media posts  video to explain how to use the platform  infographics |

**Activity 4. Establish partnerships at international level in developing cross-country analysis by using GGS data**

Since GGS has been already conducted in more than 24 countries by using internationally recognized methodology, in 2022 we plan to establish partnerships with at least 3 international academic institutions/universities from EECA and Western Europe in order to develop joint cross-country analysis based on GGS data. The Moldovan team of researchers will be represented by the Center for Demographic Research that will coordinate the analytical part of work.

The Final Report will be presented during a lunching event (online or offline) with the participation of the international team of researchers. The main findings of the paper will be showcased on social media. In this context, visibility products will be developed and boosted on FB and Twitter.

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| **Milestone** | **Expected Results** | **Timeline** | **Communication activities** |
| **Cross country cooperation’s on GGS data analysis established** | Launch of the Programme  Sign the IP Agreement with Center for Demographic Research on coordination of cross-country analysis.  Establish cross country team (at least 3 countries)  Develop a comparative analysis on GGS indicators  Organize a public event to present the results | May 2021  November-December 2021  February-June 2022  September-October 2022 | 1. Press release on newly established partnerships 2. Online launching event 3. Publication of the paper 4. Posts on social media |

**Activity 5. Engage CSOs in GGS data analysis and policy scenarios development.**

This activity is focused on cooperation with CSOs, think tank and research institutions for the development of policy scenarios based on GGS data. This type of analysis will complement the academic research and analytical research. Each paper will include concrete policy scenarios and recommendations to amend existing law. We expect to develop at least 4 policy documents in 2021.

The NGOs will be selected very carefully based on previous experience in policy development and the proposed team of experts. This activity will be conducted in closer cooperation with the Ministry of Health, Labour and Social Protection. In 2021, we expect to work with Expert Grup, Partnership for Development and Center for Demographic Research in the capacity of Implementing Partners.

The Expert Grup is a think tank that currently is developing the Action Plan on Demography which is a strategic policy document. The GGS data will be used as evidences to address demographic challenges in the country.

The Center for Demographic Research is a strategic public institution that will develop a Policy Paper on Active Ageing Index by using GGS data. They will be our partner on data dissemination and development of national and cross-country analysis.

Partnership for Development Center (CPD) is a local NGO that activates in the area of gender equality and work life balance. They will use GGS data for the development of a set of policy documents on family friendly policies and fathers' involvement in child rearing etc.

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| **Milestone** | **Expected Results** | **Timeline** | **Communication activities** |
| **Cooperation with national NGOs and think tanks on data analysis and policy development established** | Establish partnerships with NGOs (Partnership for Development, Expert Grup, etc)  Create consultants' teams on specific areas of intervention (gender, work-life balance, ageing, disability etc.)  Develop policy analysis and policy scenarios  Develop up to 5 analytical notes on demographic profile for the following rayons: UTAG, Cahul, Ungheni, Orhei, Straseni.  Organize launching events | February 2021-February 2022  February 2021-February 2022  September 2021-December 2022 | Press release and social media posts  Online events  infographics  TV & Radio shows |
| **National Action Plan on Demography & ToC approved** | Develop the ToC  Develop Draft Action Plan  Organize Validation meeting with relevant stakeholders  Organize Official launch of the Action Plan | February 2021  March-April 2021  April 2021  May 2021 | 1. Online launching event  2. Press release on media & translation  3. Cards on social media & translation  4. At least 3 TV & Radio shows  5. Video graphic, if relevant |
| **Policy Paper on Active Ageing Index developed** | Create partnership with Center for Demographic Research  Analyze relevant GGS indicators and official statistics needed for the estimation  Develop a policy paper on AAI  Present officially the paper | February-May 2021 | 1. One Press release on website & media  2. Cards on social media & video graphic  3. At least 3 TV & Radio shows  4. Translation of the paper in RO  5. Design & editing in Ro & EN |

**Activity 6. Develop a series of innovative visibility products to be shared through different communication channels.**

During 2021-2022 a proactive communication campaign will be conducted to ensure high visibility of the Generations and Gender Survey results and analytical products developed based on GGS data. The communication campaign will include the development of innovative visibility products (infographics, video graphics, press release, publications etc.) to be shared through different communication channels in order to reach different target groups. Several online/offline events to present officially the GGS results will be conducted as per above-mentioned activities. In 2021, up to 5 big events will be organized to present the following: Final GGS Data Report (International Conference), Policy Paper on AAI (online event), Action Plan on Demography (online event), Targeted Analysis of GGS data (round table), Policy Scenarios (online event). For each analytical product (policy paper, research study) will integrate at least one info-graphic.

All developed analytical products will include human stories, infographics, video graphics, testimonial to make the data available to all users. In this context, up to 15 infographics will be developed, up to 5 video graphics, 5 testimonials, 5 human stories etc. The communication campaign will be supported by the MoHLSP.

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| **Milestone** | **Expected Results** | **Timeline** |
| **National experience and GGS results shared at different national & international conferences/events** | Participation at different national and international events/conferences  Participation at TV and radio shows | 2021-2022 |
| **Visibility products on GGS results developed** | Press release & weekly media posts  Info-graphics and video-graphics developed  Testimonials on GGS data use developed  Human stories on GGS developed  Publications on GGS analytical papers | 2021-2022 |
| **GGS results promoted on social media** | Detailed action plan for social media campaign developed  At least 2 posts per week | 2021-2022 |
| **Other communication activities** | To be determined | 2021-2022 |

1. <http://www.timeanddate.com/worldclock/city.html?n=69> [↑](#footnote-ref-1)