



Date: 15 May 2024

**REQUEST FOR QUOTATION**

RFQ N° UNFPA/MDA/RFQ/2024/009 – Cervical Cancer Screening Public Service Announcement

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Development of Cervical cancer screening public service announcements and media placement**

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](#)

Service Requirements/Terms of Reference (ToR):

Objectives and scope of the Services

- Background information

Cervical cancer represents a major public health issue, the Republic of Moldova being among the states with still a high incidence of this type of cancer that is positioned in the first ranks in the structure of oncology diseases among women. At country level, over 4 200 women are diagnosed with this disease - almost every day a new case being diagnosed and every 2-3 days a woman dies from cervical cancer, most of them being of working age, which reveals the utmost importance and need of actions aimed towards its prevention.

In the last years, various activities have been undertaken to address cervical cancer in Moldova, including the establishment of the Cervical Screening Implementation Coordination Unit and National Referral Colposcopy Centre, development of training curricula for medical professionals, capacity building, and implementation of communication campaigns. These campaigns have played a crucial role in increasing awareness among women about cervical cancer prevention services. However, despite progress, challenges such as lack of awareness persist, resulting in underutilization of screening services.

Therefore, there is a continued need to raise awareness and generate demand for cervical cancer prevention services through sustained communication efforts through a mix of communication channels, with focus on traditional media channels to reach women in remote areas.

- Outputs / Deliverable(s)

Lot	Description	Quantity	Timeframe
1.	Development of TV and radio ads a) Development of the video and radio ads on cervical cancer prevention in two languages (RO/RU) and one with English subtitles b) News-crawl during the prime-time news	One video and radio ad developed  Text for news-crawl	Development: June – July 2024



2.	<b>Placement of TV and radio ads</b> a) Placement of the TV and radio ads on air on 2 main national TV and radio channels during prime time and 10 local radio channels b) News-crawl during the prime-time news on 2 main TV channels	2 main national TV and 2 radio channels, as well as 10 local radio channels feature the PSAs	<b>Placement:</b> August – December 2024
3.	<b>Media partnership and Special Media Projects</b> Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on cervical cancer screening and the existing services: a) four video explainers featuring experts & beneficiaries promoted on media platforms; b) at least five podcasts editions.	4 video explainers, five podcasts produced and featured within Media partnership	<b>Development:</b> July – August 2024  <b>Media partnership:</b> July – December 2024

## II. Questions

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

Name of contact person at UNFPA:	Iurie Tarcenco
Tel N°:	+373 79785684
Email address of contact person:	<a href="mailto:tarcenco@unfpa.org">tarcenco@unfpa.org</a>

The deadline for submission of questions is 29 May 2024 (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 [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](#).

## 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.
  - a) Signed Declaration Form, to be submitted strictly in accordance with the document.
  - b) Price quotation, 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 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: *Monday, May 29<sup>th</sup>, 2024 at 16:30 PM Moldova Local Time*<sup>1</sup>.

Name of contact person at UNFPA:	Iurie Tarcenco
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/2024/009 – [Company name], Technical Bid
  - UNFPA/MDA/RFQ/2024/009 - [Company name], Financial Bid
  - Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- Please submit your quotation in MDL (local suppliers) and in USD (international supplier) currency. Conversion of currency into the UNFPA preferred currency, if the offer is quoted differently from what is required, shall be based only on [UN Operational Exchange Rate \(https://treasury.un.org/operationalrates/OperationalRates.php\)](https://treasury.un.org/operationalrates/OperationalRates.php) prevailing at the time of competition deadline.
- 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.
- The total email size may not exceed 20 MB (including email body, encoded attachments and headers). Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

VI. Overview of Evaluation Process

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

Technical Evaluation

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

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



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		20%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		20%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.) The company should designate at least 1 task manager that shall have: - University Degree in Journalism, Communication, Public Relations, Social Sciences or other relevant field; - At least 5 years of previous experience in managing projects/ activities in the field of media/ advertisement, advocacy	100		15%	
Specific experience and expertise relevant to the assignment: Minimum 3 years of experience in the field of advertising	100		30%	
Profile of the company and relevance to the Project: - Proven experience of production and video ads placement on national and regional levels. - Availability of licenses for placements or/and partnership agreements with other vendors and advertising networks for placing TV advertisements.	100		15%	
<i>Grand Total All Criteria</i>	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:

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

### 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.

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

### VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order 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: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

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

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

#### XI. Zero Tolerance

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

#### XII. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit Karina Nersesyan at [nersesyan@unfpa.org](mailto:nersesyan@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).

#### 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).

Best regards,

Prepared by:

DocuSigned by:  
*Iurie Tarcenco*  
85CA7739315F46C...

Tarcenco Iurie/ Procurement Analyst  
Tel. No. +373 79785684  
Email: [tarcenco@unfpa.org](mailto:tarcenco@unfpa.org)

Approved by:

DocuSigned by:  
*Karina Nersesyan*  
FDB85A2300DB4C3...

Karina Nersesyan  
UNFPA Representative  
UNFPA Moldova



### PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	<a href="#">Click here to enter a date.</a>
Request for quotation N°:	UNFPA/MDA/RFQ/2024/009
Currency of quotation :	MDL
Delivery charges based on the following 2020 Incoterm:	Choose an item.
Validity of quotation: <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.
- Please adjust the table below to your proposed offer and provide detailed breakdown of prices

Item	Description	Price	Total
<b>Deliverables</b>			
1a	Development of TV and radio ads: One video and radio ad developed		
1b	News-crawl during the prime-time news		
2a	Placement of TV and radio ads Placement of the TV and radio ads on air on 2 main national TV and radio channels during prime time and 10 local radio channels		
2b	News-crawl during the prime-time news on 2 main TV channels		
3a	4 (Four) video explainers featuring experts & beneficiaries promoted on media platforms		
3b	At least five podcasts editions produced and featured within Media partnership		
<i>Total Contract Price</i>			<b>MDL</b>

*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/2024/009 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.

	<a href="#">Click here to enter a date.</a>	
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United Nations Population Fund, UNFPA  
131, 31 August 1989 street,  
Chisinau, Republic of Moldova, MD-2012  
Tel: +373 79785684  
Website: <https://moldova.unfpa.org>

Name and title	Date and place	





### 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"/>
	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"/>

<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.



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"/>
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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: \_\_\_\_\_

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](#)