United Nations Children's Fund
131, "31 August 1989" Str.,
UN House, Chisinau
Republic of Moldova

Telephone 373 22 22 00 45
Facsimile 373 22 22 02 44
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www.unicef.org/ceecis

Date: 21-Mar-14

From: UNICEF Moldova

To: Potential Supplier

Pages: 3

Subject: **REQUEST FOR QUOTATION LRFQ - 9111017**

Company to provide Media Monitoring Services

UNICEF Moldova has long been a leader among UN agencies and peer organizations in promoting child rights and giving voice to children and women. In order to maintain its visibility and public image as one of the most important and strong advocates for child rights in the country and to position strategically and tactically UNICEF's knowledge leadership on children's issues, UNICEF needs to strengthen the cooperation with media and build credible and sustainable partnerships with them.

Daily media monitoring represents an excellent tool to assess the manner in which UNICEF work is reflected in mass media: what issues and themes are most likely to be picked up, accuracy of coverage of specific issues pertaining to children and their families. Another aspect that needs to be monitored constantly is the way journalists reflect children's issues in media, ethical standards, quality of reports etc. It helps to better respond to various media information needs, to identify appropriate context and opportunities for advocacy and programmatic efforts of the organization, to set up partnerships and arrange appropriate capacity building for media.

In this context, UNICEF is eliciting the services of a highly qualified company to provide media monitoring services.

Item	Generic Description of Goods	Unit of measure
1.	• Monitor Moldovan media for stories featuring UNICEF, child rights and issues related to children's life in Moldova • Provide daily media monitoring reports to UNICEF on issues reflected in the newspapers, TV channels and on-line media in Moldova • Upon request, provide more detailed reports on specific events or topics of special interest to UNICEF • Categorize the media clips according to: 1) media channel, i.e. Print/Newspaper, Radio, TV, and Web ii) thematic area, i.e. social, political, etc. • For each story, capture and record the title, media source (radio, TV, Internet, etc.), thematic area, author (person reporting the story), organization being quoted, date of story, name of specific media, etc.	Year

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Please advise as to:

(a) Unit and total price in MDL or USD, exclusive of VAT, excise and other duties or taxes (Evaluation will be done in MDL. Other currency will be converted in MDL at the UN operational Rate of exchange on the day of competition deadline. Contract will be signed with the winner in MDL)
(b) Note that failure to quote in one of these currencies will invalidate your offer;
(c) Validity of your offer – not less than 60 days
(d) Partial bids are allowed
(e) UNICEF's General Terms and Conditions are attached, please indicate which discount is offered by you: 10days 3%___ / 15days 2.5%___ / 20days 2.0%__, Other trade discount_____.

2. Minimum qualification requirements:
(a) Adherence to UNICEF's General Terms and Conditions
(b) At least 3 years of experience in media monitoring, including quantitative and qualitative analysis
(c) Experience in providing media monitoring for international organizations, UNICEF and other UN Agencies is an asset
(d) Knowledge of Moldova context, UN development issues
(e) User friendly format of reports
(f) Excellent skills in English, Romanian and Russian
(g) Demonstrated ability to meet deadlines and work under pressure to produce reports
(h) Flexibility in responding to the needs of the contracting agency

3. Performance indicators for evaluation of results:

The evaluation of the contractor's performance will be based on:
(a) Quality of produced outputs
(b) Compliance with the established timelines

4. Definition of supervision arrangements:

The contractor will work in close cooperation with Media Officer and will be directly supervised and evaluated by Communication Chief of Section

5. UNICEF recourse in the case of unsatisfactory performance:

In case of unsatisfactory performance the contract will be terminated by notification letter sent 5 days prior to termination. In the meantime, UNICEF will initiate another selection in order to identify appropriate company.

6. We request your price quotation and additional details as outlined, **on or before close of business** 04 April 2014.

7. UNICEF's General Terms and Conditions (see attached) apply to any potential purchase order resulting from this Request for Quotation.

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8. SUBMISSION OF OFFERS

Offers shall be marked with **"LRFQ: Company to provide Media Monitoring Services"**

Offers shall reach UNICEF Moldova not later than **04 April 2014, 17:00 (Moldova local time).**

Offers shall include filled and signed **Submission Form**

Offers can be submitted either in hard copy or electronically

a) Documents/offers in hard copy need to be addressed to:

UNICEF Moldova
131, 13 August 1989 Street, MD-2012 Chisinau
Attention: Supply assistant

b) Offers sent electronically need to be addressed to the following e-mail address: chisinau@unicef.org

Kind regards,
UNICEF Moldova