



WORLD HEALTH ORGANIZATION  
ORGANISATION MONDIALE DE LA SANTÉ  
WELTGESUNDHEITSORGANISATION  
ВСЕМІРНА ОРГАНІЗАЦІЯ ЗДРАВООХРАНЕННЯ

REGIONAL OFFICE FOR EUROPE  
BUREAU RÉGIONAL DE L'EUROPE  
REGIONALBÜRO FÜR EUROPA  
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

26 April 2016

Head office:

UN City, Marmorvej 51,  
DK-2100 Copenhagen Ø, Denmark  
Tel.: +45 45 33 70 00; Fax: +45 45 33 70 01  
Email: [contact@euro.who.int](mailto:contact@euro.who.int)  
Website: <http://www.euro.who.int>

Our reference:  
Notre référence:  
Unser Zeichen:  
См наш номер

CCC/MDA/092

Your reference:  
Votre référence:  
Ihr Zeichen:  
На Ваш номер:

### Request for Proposals: Production of media products on tobacco control

The World Health Organization (WHO) is seeking offers for media products (two video spots and one audio spot) on provision of Tobacco Control Law regarding ban of smoking in all enclosed public places and at workplaces. Your company is invited to submit a proposal for the services on the project in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are therefore requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

WHO requires the successful bidder, the provider, to carry out:

- development of script and scenario for two video and one audio spots;
- produce up to 1 minute length one video spot with infographics and one audio spot on provision of Tobacco Control Law regarding ban of smoking in all enclosed public places and at workplaces;
- produce up to 1 minute length one video spot on ban of smoking in enclosed public places with focus on pubs, bars and restaurants;
- video and audio spots should be with voice-over in Romanian and doubled in Russian language.

Consultations with WHO and its implementing Partners during the process has to be ensured.

The provider shall be for profit or not for profit institution operating in the field of media production with proven expertise and with strong record in developing of social communication materials, especially related to public health issues. It has to provide flexibility of use media products to suit the various media that will use them.

---

#### WHO Country Office, Republic of Moldova

29, Sfatul Tarii str.  
MD-2012 Chisinau  
Republic of Moldova

Tel.: +373 22 83 99 60  
Fax: +373 22 83 99 70

Email: [whomda@euro.who.int](mailto:whomda@euro.who.int)  
Website: <http://www.euro.who.int/moldova>

---

**Minimum qualification requirements:**

- Minimum 5 years of experience in production of high quality video/audio products on public health issues and behavior change communication approaches;
- Technical capacity – a demonstrated owned high quality equipment and studio for the entire video and audio production cycle in HD format and HD sound protocol;
- Qualified personnel – CVs of key professionals;
- Good communication skills in Romanian, Russian and English;
- Previous experience with WHO, UN and other International Organizations and Projects;
- Good business reputation and integrity.

Bidders should follow the instructions set forth below in the submission of their proposal to WHO.

**Process:**

- Study background materials & mapping for development of the scripts;
- Develop the video and audio spots' scripts and scenarios in English and submit for WHO approval;
- Develop the infographics for one video spot
- Perform casting and appropriate video shooting for the second video spot;
- Video editing and audio production of the video spots;
- Present the video and audio spots with voice-over in Romanian language to WHO CO for clearance;
- Present the video and audio spots doubled in Russian language to WHO CO for clearance;
- Produce two copies of the video and audio spots in both Romanian and Russian languages.

**Expected results:**

- 2 original video and one audio spots on provisions of Tobacco Control Law regarding ban of indoor smoking in Romanian and Russian languages.

**Deliverables:**

- 2 (two) scripts for a up to 1 minute 2 (two) video spots (in Romanian and Russian languages);
- 1 (one) audio spot (in Romanian and Russian languages);
- 2 (two) master output video DVD;
- 2 (two) master output in FCP or xml format.

**Delivery format:**

- The video spots should be delivered in FCP or xml format, in Romanian and Russian versions to be used for different channels as Youtube and TV broadcasting.

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal should be concisely presented and structured to include the following information:

- Proposed solution (draft 0 of the video spots script)
  - Approach/Methodology
  - Proposed time line
-

- 
- Financial proposal (see Annex A for template)

Any information which the bidder considers confidential, if any, should be clearly marked as such.

The bidder shall submit the complete proposal to WHO in writing no later than **17:30 (GMT+2), Tuesday, 03rd of May 2016** ("the closing date"), by mail or by email.

The following address has be used for mail: WHO Country Office, Republic of Moldova, 29 Sfatul Tarii str., Office 303, Chisinau, MD-2012; and this for email: [whomda@euro.who.int](mailto:whomda@euro.who.int).

Each proposal shall be marked **Ref: RFP # CCC/MDA/092** and be signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing.

Any proposal received by WHO after the closing date for submission of proposals may be rejected.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal's submission and before the above mentioned closing date, provided that written notice of the withdrawal is received by WHO via mail or email, as provided above, before the closing date.

No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP allowing such modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, *inter alia*, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

Before conducting the technical and financial evaluation of the proposals it has received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

---

**Please note that WHO is not bound to select any bidder and may reject all proposals.** Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including economy and efficiency, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

WHO reserves the right to:

- a) Award the contract to a bidder of its choice, even if its bid is not the lowest;
- b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;
- c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;
- d) Award the contract on the basis of the Organization's particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;
- e) Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relative to the evaluation/selection process or to state the reasons for elimination to any bidder.

**NOTE: WHO is acting in good faith by issuing this RFP. However, this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.**

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract, the successful bidder shall sign and date the contract provided to it by WHO, and return it to WHO according to the instructions provided at that time. If the bidder does not accept the contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the contract, i.e., regardless of whether such conditions are

---

included in the contractor's offer, or printed or referred to on the contractor's letterhead, invoices and/or other material, documentation or communications.

We look forward to receiving your response to this RFP.



Haris Hajrulahovic  
WHO Representative  
WHO Country Office in the Republic of Moldova

## Production of media products on tobacco control

## FINANCIAL PROPOSAL

Item	Generic Description	Quantity	Unit price USD	Subtotal USD
	<b>Video spots</b>			
1.	Script development	2		
2.	Production of video spots	2		
3.	Post-production work	2		
4.	Final corrections and submission of Original versions (in Romanian language)	2		
5.	Double the video spots into Russian language	2		
	<b>Audio spot</b>			
6.	Script development	1		
7.	Production of audio spot	1		
8.	Post-production work	1		
9.	Final corrections and submission of Original version	1		
10.	Double the audio spot into Russian language	1		
	<b>TOTAL</b>			

Kindly ensure that all price(s) quoted do not include VAT. For additional questions or clarifications, please send a message to: [whomda@euro.who.int](mailto:whomda@euro.who.int).