

**RFP Number UNFPA/MDA/RFP/16/001
PROVISION OF SERVICES to Develop and
Implement the Communication and
Dissemination Strategy of the 2014
Population and Housing Census Results in the
Republic of Moldova**

Bidder's conference 29-11-2016.

Highlights from the RFP.

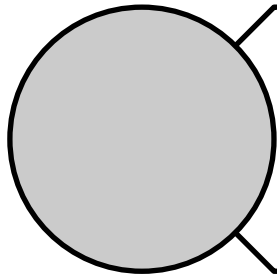
For the complete version, please, see
the original RFP.

PURPOSE, OBJECTIVES AND ACTIVITIES

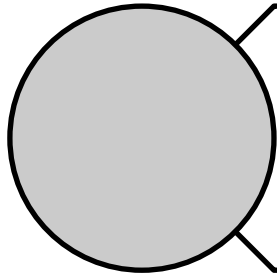
The purpose

- “To elaborate and implement a communication strategy for the 2014 PHC results to the key stakeholders and general public in order to deepen the awareness and inform about the demographic indicators and trends in Moldova at national and local levels, as well as to enhance the public authorities, experts and civil society evidence-based decision making, policy analysis, their implementation and evaluation.

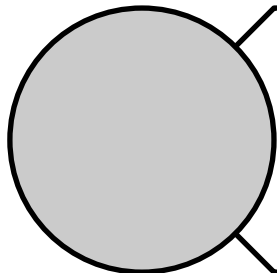
The objectives of the Assignment



Increase the awareness of the general population about the census results and the demographic situation and trends in Moldova.

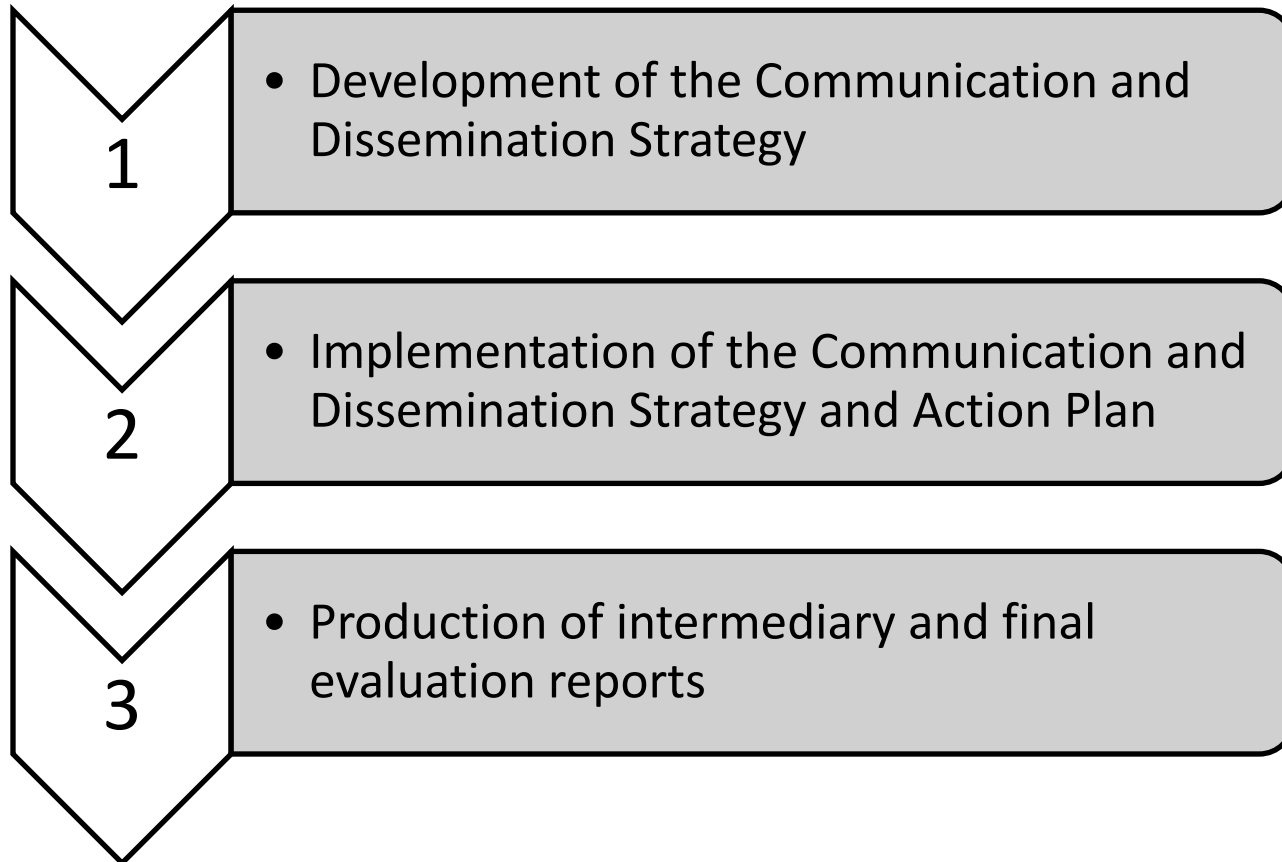


Increase the trust of the stakeholders and the general public in the 2014 PHC results.



Promote a better understanding on how public authorities and civic actors at the national and local levels can use the Census data to take evidence-based decisions, elaborate, implement and evaluate public policies.

Activities



1) Development of the Communication and Dissemination Strategy

- Situational analysis (in-depth interviews, map media responses, evaluate the communication gaps and issues, identify main stakeholders, and the most effective communication strategies and channels, as well as key messages)
- Evaluation of the best international practices in terms of communication of census results.

Elements of the strategy

- Action plan
- Timeframe
- Monitoring and evaluation strategy (key performance indicators and metrics)
- The associated justifications.

2) Implementation of the Strategy and Action plan

- **Implementation** - Fully implement the strategy according to the Action plan.
- **Branding** - Respect the NBS and UNFPA branding guidelines.
- **Coordination** - Coordinate all the aspects of the campaign with the NBS and UNFPA.
- **Approval** - All the products, concepts, storyboards, etc, are subject for NBS and UNFPA approval.

3) Production of intermediary and final evaluation reports

- Collect performance indicators.
- **Bi-weekly one page reports** to NBS and UNFPA with all the activities performed, performance indicators, testimonials, performance, issues occurred and how they were tackled.
- **Final reports** to mirror the initial strategy, will describe all the activities performed, key messages, critical situations, accomplishments, photos etc.

Timeframe

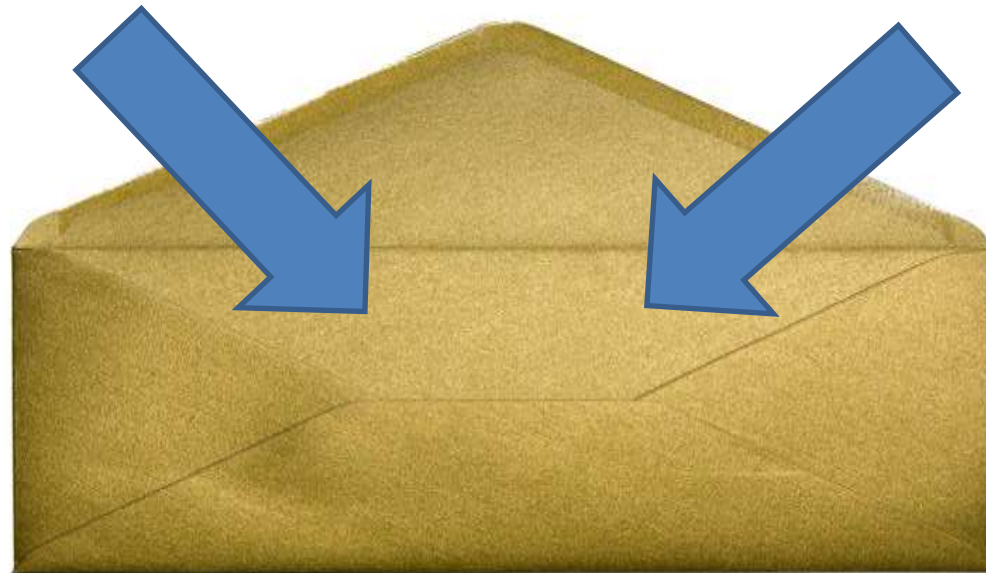
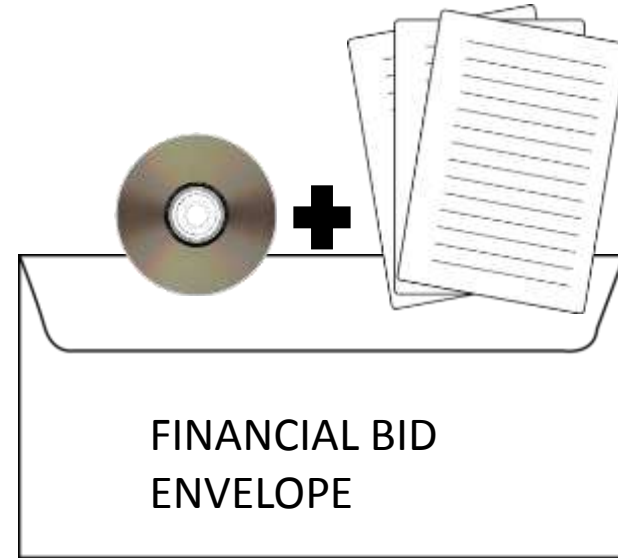
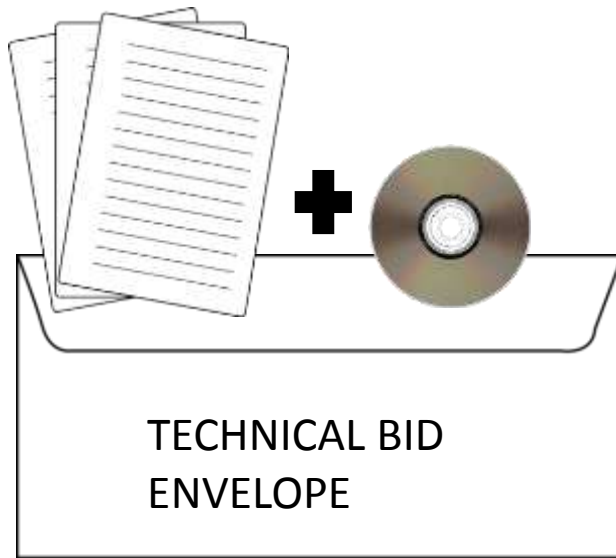
Deliverable	Indicative Timeframe
Development of the Communication and dissemination Strategy and Action Plan	January 15, 2017
Discussing and adjusting the Strategy and Action plan after consultations with UNFPA and the National Bureau of Statistics	January 20, 2017
Elaborating the campaign media, social media and graphic materials	February 15, 2017
Implementing the communication campaign based on the Strategy and Action Plan	February – May 31, 2017
Submitting an analytical report tracking the key performance indicators of the campaign	June 30, 2017

Methodology

1. The Concept outline of the communication strategy, which includes the action/work plan and the timeline (the outline should define the approach and the key actions to be incorporated and developed into the Strategy and Action Plan);
2. the profile of the company, presented in line with the requirements specified in the ToR;
3. the portfolio of other experiences and relevant products;
4. the CVs of the team and the project coordinator.

SUBMISSION, SEALING, AND MARKING OF BIDS

TWO-ENVELOPES SYSTEM



The Outer Envelope Label

UNITED NATIONS POPULATION FUND
131, 31 August 1989 Street
Chisinau, MD 2012, Republic of Moldova
Telephone: +373 22 214002
UNFPA/MDA/RFP/16/001, **Company Name**
Attention: Ms. Diana Selaru, Administrative and Finance Associate
TO BE OPENED ONLY BY AUTHORIZED UNFPA PERSONNEL
DO NOT OPEN BEFORE 10 December 2016

Inner Envelopes Labels

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Submission 1 of 2: UNFPA/MDA/RFP/16/001 **[Company name]**, **TECHNICAL BID**

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Submission 2 of 2: UNFPA/MDA/RFP/16/001 **[Company name]**, **FINANCIAL BID**

Submission, sealing, and marking of Bids

- Submit **hard Copies** of the bids
- TWO-envelope system.
- “Hard copy Bids may be delivered personally, by mail, or by courier.”
- “Bidders should enclose their Bid documents in a USB or CD containing electronic version of the Bid... Please assure to use separate media (USB or CD) for the Technical Bid and Financial Offer”

Timeline

All Bids comprising of Technical and Financial parts should reach the below and corresponding addresses

no later than Friday, 9 December 2016, at 16:30 (GMT+2:00)

your Technical Bid and Financial Bid should be submitted in separate, sealed envelopes in accordance to clause 20.3 Submission of hard copy Bids, and should reach the following address:

United Nations Population Fund

131, 31 August 1989 Street

Chisinau, MD 2012

Republic of Moldova

Telephone: +373 22 214002

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Submit the Bid Confirmation Form SECTION VI – ANNEX A: BID CONFIRMATION FORM. A completed Form should be e-mailed to: **Diana Selaru, UNFPA Administrative and Finance Associate** at email: selaru@unfpa.org **no later than 2 December 2016** and indicate whether or not a Bid shall be submitted.

TECHNICAL BID

Components of the Technical Bid

1. Brief description of the firm and the firm's qualifications + portfolio
2. Your firm's understanding of the requirements of the services and the objective of this project.
3. Proposed Approach, Methodology, Timing and Outputs.
4. Proposed team structure, and work tasks.
5. Proposed Project Team Members (CVs)

Components of the Technical Bid

6. Detailed description of your proposed deliverables.
7. Detailed project Plan (Gantt chart) Showing the required resources and support from your firm, as well as from UNFPA (do not include budget here)
8. Detailed description of the technical specifications of the bid.
9. In-scope and out-of-scope tasks

Components of the Technical Bid

10. Why you would be qualified for this project (similar deliverables, examples)
11. Information on environmental and social policies.
12. All standard forms

DO NOT INCLUDE ANY INFORMATION RELATED TO YOUR FINANCIAL BID IN THE TECHNICAL BID. THIS WILL LEAD TO DISQUALIFICATION OF THE ENTIRE BID!

Qualification requirements

1. Legal and regulatory requirements
2. Legal status of the Bidder (show that the Bidder is established as a company and legally incorporated in the country). Present certificates and other evidence.
3. Bidder's eligibility. In Technical Proposals provide written confirmation that your company is not listed in any of the banned/suspended supplier list.
4. Financial stability (provide financial ratios, and evidence that the company completed at least one similar contract in the last 5 years)
5. Experience and technical capacity (Company's managerial capability, quality assurance systems in place).

Please, complete and add to your offer all returnable forms included in the Annexes of the RFP!

FINANCIAL BID

- USE THE FORM UNDER THE SECTION VI – ANNEX 3: PRICE SCHEDULE FORM. IT HAS AN ATTACHED EXCEL SPREADSHEET, AS WELL.

Financial offer

- “The Price Schedule Form must provide a detailed cost breakdown.”
- “Bidders are required to provide separate figures for each of the steps for each item... The Bidder shall include the prices for these services broken down into itemized prices.”
- “All prices/rates Bid must be exclusive of all taxes, since UNFPA is exempt from taxes.”
- Include a Narrative summary of the Budget Figures!

Item	Description	Number & Description of Staff by Level	Daily Rate	Days to be Committed	Total
1. Professional Fees					
1.1	Team leader				
1.2	Data analyst (delete or adjust, and explain in the narrative summary)				
1.3	Graphic / Infographics designer (delete or adjust, and explain in the narrative summary)				
1.4	Copywriter (delete or adjust, and explain in the narrative summary)				
1.5	Cameraman / Photographer (delete or adjust, and explain in the narrative summary)				
1.6	(Add rows or change names as necessary to create a detailed budget that reflects the technical proposal. Please, explain all this items in a short text summary)				
Total Professional Fees					\$\$
Item	Description	Unit of measure	Unit rate	Quantity	Total
1. Production of the campaign media, social media and graphic materials					
2.1	Infographics (delete if not applicable, please explain in the narrative summary if included)				
2.2	Videographics (delete if not applicable, please explain in the narrative summary if included)				
2.3	Interviews / Talk-shows (delete if not applicable, please explain in the narrative summary if included)				
2.4	Online promotion (delete if not applicable, please explain in the narrative summary if included)				
2.5	Press-conference organization (delete if not applicable, please explain in the narrative summary if included)				
2.6	Video production (delete if not applicable, , please explain in the narrative summary if included)				
2.7	Translation to Russian / Ukrainian / Gagauz / English (delete if not applicable, please explain in the narrative summary if included)				
2.8	(Add rows or change names as necessary to create a detailed budget that reflects the technical proposal)				
Total Out of Pocket Expenses					\$\$
1. Out-of-Pocket expenses					
3.1					
3.2					
Total Out of Pocket Expenses					\$\$
Total Contract Price					\$\$

EVALUATION OF THE BIDS

Evaluation Criteria 1: Expertise of Firm / Organization

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p>Criteria 1: Expertise of Firm / Organization</p> <ul style="list-style-type: none"> • General organization’s reputation and expertise in areas of media and public relations (25 pts); • Experience of producing at least 2 communication strategies, including the environmental scanning and situational analysis (20 pts); • Minimum 3 years of experience in social media promotion (3 years – 10 pts; more than 3 years - total 15 pts); • Minimum 3 years of experience in Graphic Products and Data Visualization (20 pts); • Experience working with mainstream media (radio, TV, newspapers), organizing press–conferences, public events, debates (10 pts); • Experience with similar projects in Moldova context, UN development issues (10 pts). 	100		30	

Evaluation Criteria 2: Proposed Methodology, Approach and Implementation Plan

<p>Criteria 2: Proposed Methodology, Approach and Implementation Plan</p> <ul style="list-style-type: none">• The task is well understood and properly (in sufficient detail) addressed and correspond to the ToR (40 pts);• Efficient and realistic action plan corresponds to the needs/specifics stipulated in the ToR (sequence of activities is realistic and will ensure effective implementation of the action plan) and is coherent (40 pts);• The proposal is based on the survey of the project environment (NBS and Census), taking in consideration the risks and barriers (20 pts).	100		40	
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Evaluation Criteria 3: Management Structure and Key Personnel

<p>Criteria 3: Management Structure and Key Personnel</p> <ul style="list-style-type: none"> Proposed team structure is well defined and meet the requirements of the ToR and has the necessary capacity to successfully implement the assignment (20 pts); Excellent, creative, professional, insightful and attentive to details team-members with expertise in public relations, graphic design and data visualization and social media (30 pts); Availability of staff that has analytical capacities, understands data and research methodologies, can interpret survey results, and present them in a user-friendly format (30 pts); Relevant experience with UN and/or development issues in Moldova (10 pts); Language Qualifications: proficiency in Romanian, Russian, English (10 pts). 	100		30	
GRAND TOTAL ALL CRITERIA	300		100%	

Technical Bids 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

- “The Financial Bid will only be evaluated if the Technical Bid achieves the minimum score”
- “The Financial Bid is evaluated on the basis of its responsiveness to the Price Schedule Form”

$$\text{Financial Score} = \frac{\text{Lowest Bid (\$)}}{\text{Bid being Scored (\$)}} \times 100 \text{ (Maximum Score)}$$

Total Score

- “The total score for each Bidder will be the weighted sum of the technical score and financial score. The maximum total score is 100 points.”

Total Score = 70% Technical Score + 30% Financial Score

Final notes

- “Services offered in the Bid must meet or Exceed all requirements”
- “UNFPA will respond in writing to any requests for clarifications”
- “By submitting a Bid, the Bidder certifies that the same services have not been offered to other customers under similar circumstances at a lower cost. Should a Bidder be found to have done so, it must offer the lower cost to UNFPA.”
- “UNFPA’s policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the contract.”